D&AD New Blood Awards

WHAT WINNING MEANS

So, what do all these Pencils mean?
All New Blood Pencil winners get a guaranteed place in the D&AD Annual, an invite to the New Blood Awards Ceremony, **one** Pencil per team, and a winner's package. But if you're still wondering exactly what each Pencil represents, we've put together a handy cheat sheet for aspiring New Blood winners.

New Blood Wood Pencil
Awarded to a shortlist of the best work submitted for each brief. Winners of a Wood Pencil display excellence in at least one of the judging criteria.

New Blood Graphite Pencil
Awarded to work that represents a fully rounded response that shines in the primary judging criteria relevant to the discipline (craft or idea), and is on brief.

New Blood Yellow Pencil
Awarded to work that is outstanding, excelling across all judging criteria and potentially causing a pang of jealousy.

New Blood White Pencil
Awarded to outstanding work in response to any of the briefs, that uses the power of creativity to do good in the world.

New Blood Black Pencil
Given to the best of the best, this is the ultimate award for new creatives. Each individual will receive a Pencil, and there's also a £2,000 prize fund shared between New Blood Black Pencil winners.

Winners' packages
Each Pencil level will receive a bespoke winner's package which will be revealed later in the year, including the opportunity to apply for New Blood Academy (an exclusive 2 week creative bootcamp for selected winners – more information will be released after the winners are announced in May 2026), access to D&AD learning tools and more.

Additional prizes
Some briefs also have additional prizes – you can find out about these in the brief pack.