EMBARGOED UNTIL 12PM (GMT) 5 NOVEMBER

**D&AD reveals line-up for 2016 New Blood Awards**

*It all starts with a Pencil*

* **17 global brands to set briefs including Amnesty International, Dr. Martens and John Lewis**
* **WPP continues D&AD partnership with support for New Blood Academy**

**Wednesday 4 November 2015** - D&AD has revealed its global brand partners as it opens the call for entries for the 2016 New Blood Awards with another fantastic line-up of briefs. Each brief has been designed to set a unique challenge and are supported by a great range of learning resources and industry insight.

**Amnesty International, Dazed,** and **Ford** are among the 17 brands setting challenges as part of the world’s leading programme for new creative talent. With a hugely successful response to the 2015 awards, brands that are returning for a second year include **John Lewis, BBC, Monotype, WWF** and **Nationwide**. Open to any young creative aged 23 or under, in addition to current students and those within two years of graduation, the New Blood Awards offer tomorrow’s creative superstars a chance to tackle real briefs, set by real clients and judged by top industry creatives.

**The 2016 briefs:**

* **Adobe –** [Remix the Adobe Creative Cloud Identity for Future Creators](http://www.dandad.org/en/new-blood-adobe-brief)
* **Amnesty International** (in collaboration with WPP) – [Make Injustice Personal](http://www.dandad.org/en/new-blood-amnesty-international-brief)
* **BBC Crimewatch** - [Design a digital Solution to Enhance the Crimewatch Experience Beyond Broadcast](http://www.dandad.org/en/new-blood-crimewatch-brief)
* **D&AD -** [Fortune Favours the Brave](http://www.dandad.org/en/new-blood-dandad-brief)
* **Dazed –** [Declare Independence in 15 Seconds](http://www.dandad.org/en/new-blood-dazed-brief)
* **Design Bridge -** [Break New Ground in Beauty Branding](http://www.dandad.org/en/new-blood-designbridge-brief)
* **Desperados** (18+ only) - [Unleash Urbanites' Party Spirit with an Unforgettable Experience](http://www.dandad.org/en/new-blood-desperados-brief)
* **Dr. Martens** (in collaboration with Radiocentre) – [Reboot Radio Writing](http://www.dandad.org/en/new-blood-dr-martens-brief)
* **Ford** - [Mobilise Citywide Change](http://www.dandad.org/en/new-blood-ford-brief)
* **John Lewis –** [What’s in Store? Create a Window into the Brand](http://www.dandad.org/en/new-blood-john-lewis-brief)
* **Monotype –** [Use the Power of Typography to Activate Your Cause](http://www.dandad.org/en/new-blood-monotype-brief)
* **Nationwide –** [Focus Nationwide’s Service for the Next Generation](http://www.dandad.org/en/new-blood-nationwide-brief)
* **Newsworks –** [Champion the Written Word in Print and on Screen](http://www.dandad.org/en/new-blood-newsworks-brief)
* **Shutterstock –** [Capture Dramatic Narrative in Everyday Reality](http://www.dandad.org/en/new-blood-shutterstock-brief)
* **The Telegraph -** [Inspire a Digital Audience to Think Again About The Telegraph](http://www.dandad.org/en/new-blood-the-telegraph-brief)
* **TOMS –** [Engage a New Audience with the 'Purchase with Purpose' Movement](http://www.dandad.org/en/new-blood-toms-brief)
* WWF - [Activate a Strong Global Community](http://www.dandad.org/en/new-blood-wwf-brief)

**What some of our New Blood Brief Sponsors said:**

*"New Blood offers Amnesty International an incredible opportunity to tap into the power and energy of a new generation of creative minds. We hope their work will inspire new audiences to take injustice personally and engage with our global movement of activists and campaigners"*

*-* **Matt Haigh, Head of Design, Amnesty International**

*“The WPP/D&AD partnership goes from strength to strength and, as in previous years, the New Blood brief we're setting, from our client Amnesty, is a real project. Remember, great ideas don't care where they come from and are no respecters of age or reputation. Today's student is tomorrow's creative director. Good luck.”*

*-* ***John O'Keeffe, Worldwide Creative Director, WPP***

*"We really wanted to explore how tribes and subcultures now exist in a fragmented, digital world and specifically how a brand like Dr. Martens could retain its USP of non-conformist authenticity and rebellious self-expression whilst still trying to appeal and remain relevant to a much broader, fast-paced, digital, mix and match society"*

**- Dan Freeland, UK Marketing Manager, Dr. Martens**

*"Nationwide is proud to be challenging the path well trodden in the banking world and going directly to the fresh talent of tomorrow who still dare to dream and challenge."*

**- Edward Whatton, Head of Creative for Group Innovation, Nationwide**

*"Partnering with D&AD New blood awards is a fantastic opportunity to support emerging talent from around the world and see the ideas that will shape the future"*

**- Alice Usherwood, Own Brand Manager, Home, John Lewis**

**The Briefs**

As always the 2016 New Blood Awards will feature a mix of topical ideas and craft-based briefs, encouraging creatives to hone their skills on creative missions that are both a comprehensive test of their abilities and an accurate representation of the challenges that await them when they start working.

Ideas briefs challenge young creatives to consider how ideas need to be looked at from different angles for different channels and to seek out collaboration to compliment their own skillsets, whilst craft briefs offer entrants an opportunity to demonstrate impressive ability across copywriting, graphic design, digital design, photography, illustration, moving image and typography.

Each brief has been designed in collaboration with industry experts to both reflect the real current business challenges faced by modern brands and develop the creative skills most sought after by industry, ensuring that the future superstars of tomorrow are ready for the challenge.

**Paul Drake D&AD Foundation Director explains,** *“New Blood is at the heart of everything D&AD does. This is an often -repeated statement, but it is the truth. We offer graduates a step-up into the real world of the creative industries, aided by answering briefs that are set by brands who feel as passionately about emerging talent as we do.”*

*“New blood briefs are designed to be both challenging and demanding, but every year we are delighted by the strength of talented and passionate individuals who enter the awards. If you can shine and win a Pencil, you’ll earn immediate industry ‘one-to-watch’ status. And for a new creative, there’s few better accolades.”*

**The New Blood Academy with WPP**

Following a hugely successful programme in 2015, WPP, the world’s leading advertising and marketing services group, will again offer its substantial support in providing inspiration, learning and genuine breaks for young creatives around the world on the way into industry. Significantly, WPP’s involvement ensures that for the third year, New Blood will offer the ultimate prize for any aspiring creative looking for their break, with paid apprenticeship opportunities up for grabs for the programme’s highest achievers.

The New Blood Academy is open to applications for all New Blood Awards winners. There are also wildcard places available for exhibitors who impress at the New Blood Festival, the UK’s biggest graduate show for visual arts and communications courses.

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The full briefs are available for download from [www.dandad.org/new-blood-awards](http://www.dandad.org/new-blood-awards). New creatives will have until Wednesday 16 March 2016 to submit their entries, with the winners announced at the Awards Ceremony on in early July 2016.

For more information about D&AD New Blood 2016 – including the Awards, Festival and Academy – go to [www.dandad.org/new-blood](http://www.dandad.org/new-blood)

For more info, images and interviews contact: **D&AD PR Manager Elisa Barnard**| 0207 840 1125 | [elisa.barnard@dandad.org](mailto:elisa.barnard@dandad.org)

**ENDS**

**About D&AD**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. A D&AD Award is recognised globally as the ultimate creative accolade, entered and attended by the best creative decision makers from around the world. Set to reward, promote and enable creative brilliance in all areas of creative communication, a Yellow – or Black – Pencil remains the pinnacle in many careers.

But it’s much more than just the Awards. Members join a vibrant global community, whilst creatives and clients are inspired by a world-class training and development programme. Students are supported with projects, awards and exhibitions, which give them a vital leg-up as they enter the industry. As a non-profit, all of D&AD's surpluses go straight into the **D&AD Foundation** and programmes that develop the next generation of creative talent while campaigning for the creative industries to help solve the world's toughest social and environmental issues.

**About D&AD New Blood**

D&AD New Blood aims to reach young creatives from as far and wide as possible to offer inspiration, learning and genuine opportunities on the way into industry.

* **The New Blood Awards** give full time students, recent graduates and under 23s around the world the chance to take on a variety of industry standard briefs set by global brands. Winning a New Blood Pencil is an instant validation of talent.
* **The New Blood Festival** gives university students the chance to flaunt their best work in the face of the industry to make meaningful connections and land their first break. At the heart of the Festival is the UK’s biggest graduate show for visual communications courses, while a creative takeover sees multiple brands, agencies and studios open their doors for keen young minds to experience industry from the inside and find out what that dream job may look like.
* **The New Blood Academy** is an intensive two-week boot camp, sponsored by WPP and filled with inspiring and agitating talks, briefs, hacks and workshops. Young creatives who win at the New Blood Awards, or who impress at the New Blood Exhibition, are invited to apply for this unique learning experience.