

# D&AD New Blood Awards 2024

Category: [Multiple Disciplines](#)

Deadline: March 20, 2024

Website: [graphiccompetitions.com](https://graphiccompetitions.com)



The D&AD New Blood Awards, a prestigious annual event, welcomes a diverse array of talent from the realms of advertising, design, digital, and marketing. This global competition is specifically tailored for students, recent graduates, and emerging creatives eager to make their mark in the creative industry. The awards are a beacon of opportunity, shining a light on fresh talent and offering a platform to showcase their innovative ideas and skills. By participating, these young creatives not only gain significant exposure but also stand a chance to launch or accelerate their careers in this dynamic and competitive field.

Emphasizing creativity and innovation, the D&AD New Blood Awards set the stage for individuals to challenge themselves and push the boundaries of their artistic and strategic thinking. Participants are encouraged to respond to various industry-relevant briefs, designed to reflect real-world scenarios and client needs. This approach ensures that the work submitted is not just theoretical but also practical and applicable to current market trends. The diverse range of categories within the awards allows for a wide spectrum of creative expressions, from graphic design to digital marketing strategies, thus catering to a broad array of interests and specialties within the creative domain.

The awards, renowned for their global reach and impact, attract entries from all corners of the world, making it a truly international affair. This inclusivity not only enriches the competition but also fosters a melting pot of cultural and creative perspectives, offering a unique learning and networking opportunity for participants. With the D&AD New Blood Awards, emerging creatives are given a rare chance to connect with industry leaders, gain invaluable insights, and possibly secure a foothold in the highly competitive creative industries. This event is not just a competition; it's a gateway to the future of creativity, where fresh ideas meet industry recognition and opportunities abound.

Entry can be made via a voucher obtained by completing a survey or by paying a £15 fee.

## Eligibility

Open to students of any age and anyone over 18 not employed in the creative industries, including those with less than 6 months of paid creative work.

## **Prize**

Winners of the D&AD New Blood Awards will receive a New Blood Pencil, key to entering the creative industry, and a digital certificate for each team member. Various award levels include Wood, Graphite, Yellow, White, and Black Pencils, with the Black Pencil winners also receiving a £2,000 cash prize. The awards might include additional prizes and opportunities, which depend on the specific briefs and sponsors. The White Pencil is awarded for work that creatively contributes to social good, and entrants can opt to compete for this award without extra charge.

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