

## D&AD launch call for entries and unveils global jury presidents

The 56th annual D&AD Awards are now open for entry, with two brand new categories announced to celebrate the very best work in an ever-evolving creative landscape.



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The 2018 Awards continue to support D&AD's 56 year long purpose of stimulating, celebrating and enabling creative excellence in design and advertising, in the firm belief that great work always creates better outcomes. And as a not-for-profit organisation D&AD put all its surpluses back into the industry it serves, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry. The jury presidents capture this spirit and represent a true gender-balanced split, see full list below.

This year, two new Award categories will be launched for entries. The first being 'Collaborative', which will award continued creative executions achieved from a long-standing relationship between an agency and a client. The second new category is 'Experiential', which will highlight the importance of brilliant all-encompassing brand experience and activation. The category will recognise work that succeeds in demonstrating the interaction between consumers and brands through experience-led activations.

### A war against mediocrity

Tim Lindsay, D&AD CEO, said, "In a media environment that encourages the short-term and tactical it's never been more important to stand up for craft and creativity. Why? Because the good creates better outcomes than the bad - commercially, socially, sustainably, culturally and politically. D&AD's role in this is stimulation, not congratulation. There's too much backslapping when what is needed is a focus on and enablement of creative excellence in advertising and design. We are engaged in a war against mediocrity and you are an important ally. Get involved!"

Donal Keenan, D&AD Awards director, adds, “Last year, we were proud to achieve a 50/50 gender split across our global jury presidents for the first time. This year we have actually surpassed that with over 50% of our jury presidents identifying as female. At D&AD, we strive to ensure we have a true gender-balanced representation across every category and judging panel, it's important to achieve a true diversity of voices in the room to identify the best creative work of the year.”

The Awards ceremony will be held on 26 April 2018 during D&AD Festival, which returns from 24-26 April 2018 at The Old Truman Brewery, Shoreditch. As ever, all awarded work will appear in the D&AD Annual, which is available to purchase exclusively through D&AD. Winning work will also be on display in an exhibition at the heart of D&AD Festival in addition to a packed three-day programme of talks, debates, briefs, hacks, workshops and parties, culminating in the 56th annual D&AD Awards.

## Entry details

Work entered into D&AD Awards 2018 must have been commercially released between 1 January 2017 and 18 March 2018 and been produced in genuine response to a client brief. It must not have been entered in previous years. Submissions should be made by 14 February 2018. The Awards cost from just £75 (about R1,387) to enter this year. All entries received by 6 December 2017 will save 10% on the cost of entry. Freelancers and sole traders that are members of D&AD are eligible to receive a 20% discount.

Jury announcements will be made later in the year, full information on categories, pricing and dates can be found at [here](#).

Jury	Judge name	Title	Company	Country
Art Direction	Gilles Fichteberg	Co-Founder	Rosapark	France
Book Design	Sheri Gee	Art director	The Folio Society	UK
Branded Content and Entertainment	David Lubars	Chairman/chief creative officer	BBDO	USA
Branding	Katja Thielen	Cofounder and creative director	Together Design	UK
Crafts for Advertising	Jureepom Thaidumrong	CCO	GREY	Thailand
Crafts for Design	Theseus Chan	Designer	Work	Singapore
Creativity for Good	Judy John	CEO Canada and chief creative officer North America	Leo Burnett	Canada
Digital Design	Tea Uglow	Creative director	Google Creative Lab	Australia
Digital Marketing	Jaime Robinson	Cofounder - COO	Joan	USA
Direct	Alex Schill	CCO	Serviceplan	Germany
Experiential	Bruce Henderson	CCO	Jack Morton	USA
Film Advertising	Jeff Goodby	Founder chairman	Goodby Silverstein & Partners	USA
Film Advertising Crafts	Alice Tonge	Head of creative and design	4Creative	UK
Graphic Design	Vanessa Eckstein	Founder and creative director	Blok Design	Canada
Integrated	Kate Stanners	Global CCO	Saatchi & Saatchi	UK
Magazine and Newspaper Design	Marissa Bourke	Editor at large	Harper's Bazaar UK	UK
Media	Anita Nayyar	CEO, India & SE Asia	Havas Media	India
Music Videos	Joceline Gabriel	Directors rep	Freelance	UK
Outdoor Advertising	Anselmo Ramos	Founder/CCO	David Miami	USA/Brazil
Packaging Design	Eduardo del Fraile	Founder and CD	Eduardo del Fraile Studio	Spain
PR	Jo Carr	Managing partner	Hope&Glory	UK
Press Advertising	Melvin Mangada	CCO & managing partner	TBWA Santiago Mangada Puno	Philippines
Product Design	Benjamin Hubert	Director and founder	Layer	UK
Radio & Audio	Fadi Yaish	ECD	ImpactBBDO	UAE

Spatial Design	Michael Keller	Vice president and executive creative director	KMS Blackspace	Germany
Writing for Advertising	Chaka Sobhani	CCO	Leo Burnett	UK
Writing for Design	Fiona Thompson	Writer	Wordspring	UK

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