

D&AD New Blood 2017 briefs launched

The D&AD New Blood 2017 Briefs have been launched and are open to any young creative aged 23 or under, in addition to current students and those within two years of graduation. Entrants will tackle real briefs, set by real clients and judged by top industry creatives. New creatives have until 22 March 2017 to submit their entries, with the winners announced at the Awards Ceremony in early July 2017.



The full list of briefs may be viewed [here](#).

For 2017, the partners are a mix of returning favourites such as John Lewis, Nationwide and BBC as well as some exciting new faces with Amazon, The National Autistic Society and Squarespace signing up this year. Collaborating with the Arjowiggins brief will be Facebook, Instagram and Sony Music, whilst board game fans can cut their teeth on the Hasbro brief in collaboration with Big Potato Games.

Each brief has been designed to set a unique challenge and a great range of learning resources and industry insight supports all. This year's topics range from the real-world tangibility of paper to the possibilities of big data, food and drink, music and movies, finance to festivals, things to play and places to stay, education and causes to fight for.

All the briefs have 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 these “ones to watch” of tomorrow are ready for the challenge. Whether it is through launching new services or reinventing established brands, inventing crazes or revitalising causes, taking events to the world or bringing purpose to events, the New Blood of 2017 will be storytelling, shifting perceptions, standing out and shaping the future with passion.

Paul Drake, D&AD foundation director commented, “We need new exciting talent in this industry, and year after year we are blown away by the professionalism, ambition and skill of the work that is entered into the New Blood Awards. Answering tough, real-world briefs set by globally renowned partners, these students show the full breadth of talent that will be entering the industry in the next few years.

“As always the 2017 New Blood Awards are designed to be both challenging and demanding. This year they feature a mix of topical ideas and craft-based briefs, encouraging creatives to hone their skills, test their abilities and show why those already in industry need to be looking over their shoulder.”

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