

## D&AD New Blood Award winners announced for 2018

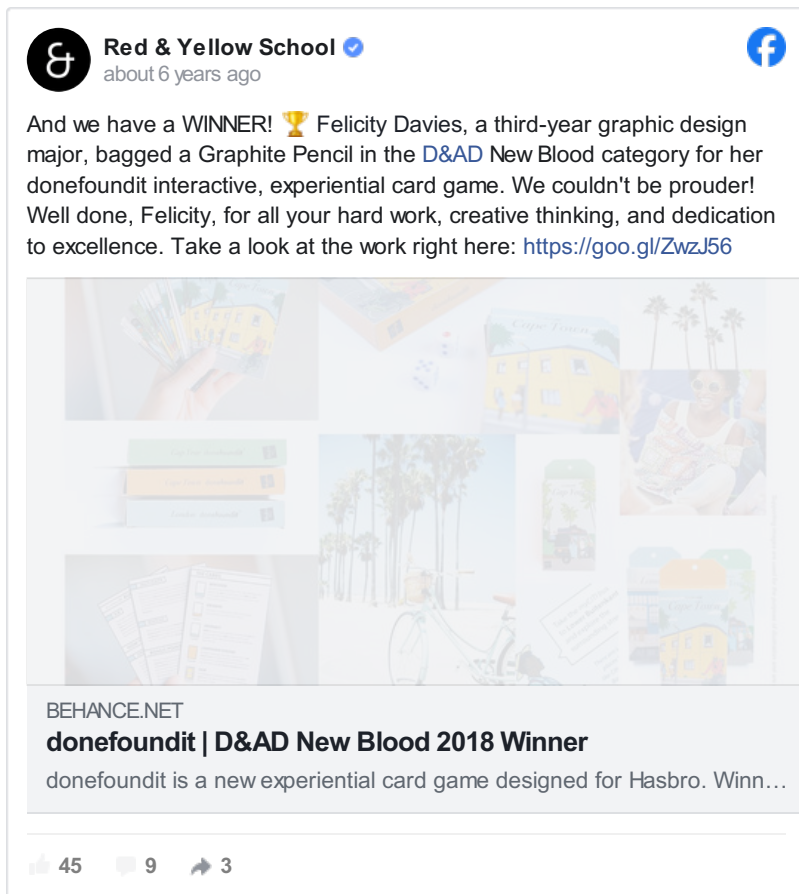
D&AD has revealed the winners of the 2018 New Blood Awards at a ceremony in London, with a total of 194 Pencils awarded.



New Blood Festival. Image supplied.

The winners impressed the judges with their creative thinking and practical skills and tonight received one of the industry's most prestigious creative accolades: a New Blood Pencil. Handpicked by some of the industry's leading lights from thousands of entries from across 54 countries, the winners represent the best of emerging talent from around the globe.

194 Pencils have been awarded in total, with one Black Pencil, four White Pencils and 29 Yellow Pencils among the coveted accolades. Judges also awarded Best Stand at the New Blood Festival and selected 39 graduates from 1,000 exhibiting students for its 'One to Watch' award.



Winning entries ranged from the playful – giving a nod to the fun that youth culture can add to advertising – to tackling important current issues such as homelessness, environmental impact, access to education, unsolicited imagery and feminism. Entries spanned across the full spectrum of design disciplines from digital design, illustration and graphics to intricately crafted animation, pointing to a rich culture for future commercial creativity.

## Powerful, emotive and relevant

One Black Pencil was awarded this year, to [#DearMrHousingMinister](#) in response to the [Nationwide and Shelter brief](#). Naomi Taylor from the School of Communication Arts 2.0 impressed the judges with her work, which was described as ‘a powerful, emotive and relevant piece grounded in humanity and hardship’. The judges further commented that her ‘spine-chillingly apt account of the housing crisis’ should be the level that future professional D&AD entries should be measured against. Naomi will certainly be one to watch.

Tim Lindsay, CEO of D&AD commented: “[#DearMrHousingMinister](#) offers a fresh perspective to an old problem and is a worthy winner for this year’s awards. It embodies what a New Blood Pencil is all about. It also speaks to the important role of creative thinking as a powerful tool for change. Congratulations to all of this year’s winners. Looking at the quality of work, I’m confident that the future of our industry is in capable hands.”



## New Blood Shift 2018 campaign is launched by D&AD

12 Jun 2018



With more than 126,000 brief downloads to 116 countries, 2018 was a record year for the programme.

The full Pencil statistics are as follows:

- 1 Black Pencil
- 4 White Pencils
- 29 Yellow Pencils
- 40 Graphite Pencils
- 120 Wood Pencils

### Foot-in-the-door

The New Blood Awards are a platform for students and other new creatives to showcase their talents on real briefs, set by real clients. Brand representatives and industry experts decide what work wins a coveted New Blood Pencil, and the bar every year is extremely high.

Entry to the awards is open to anyone in full or part-time education, recent graduates who finished their course within the past two years and anyone 23 or under.

All Pencil winners were eligible to apply for the New Blood Academy 2018 with WPP, where 50 graduates attend a two-week creative bootcamp. The Academy provides an opportunity to learn from the best in the business, with attendees working alongside WPP agencies on a live brief in order to secure a foot-in-the-door with a series of paid placements up for grabs. This year students will be working alongside creative luminaries as well as working on a live brief in their final week.

Meet the Class of 2018 [here](#).

## Winning work

### The Black Pencil Winner

Nationwide and Shelter – #DearMrHousingMinister

Winner: Naomi Taylor

College: School of Communications 2.0

### The White Pencil Winners

Digital McKinsey - Bolo. Banking for the Illiterate

Winners: Deepika Desai, Donghoon Lee and Philip Tabah

College: Miami Ad School San Francisco

Digital McKinsey - YETU

Winners: Megan Egan and Jonothan Hunt

College: School of Communication Arts 2.0

Dropbox Paper - The Dirty

Winners: Manon Drielsma, Hou Fong (Brian) Lo, Lizzie Smith and Olivia Mullins

College: University of Technology, Sydney

New Blood Side Hustle with Adobe - Made By Refugee

Winner: Jillian Young

College: Miami Ad School New York

### **A Selection of Yellow Pencil Winners**

Adidas - Pure Sweat

Winners: Johanna Davis, Elin Hjelte, Ellen Marklund and Nicholas Sjöberg

College: Berghs School Of Communication

Burger King - It's Not the Same Without the Flame

Winners: John Dillon, Nick Landon, Sydney Lindsey and Sydney Lippman

College: The Creative Circus

giffgaff - #giffconsent

Winners: Elise Smidt, Jennifer Dewar and Karina Bonnin

College: Edinburgh Napier University

New Blood Side Hustle with Adobe - Bot Ad School

Winner: Sam Cable

College: NA

The Beano - Beryl The Third

Winner: Aïcha Wijland

College: University of Otago, New Zealand

### **Best Stand Winners**

Winner: Edinburgh Napier College

BDes (Hons) Graphic Design

Stand 40 & 41

Runner Up: Falmouth University

BA (Hons) Graphic Design

Stand 37 & 38

Runner Up: Arts University Bournemouth

BA (Hons) Illustration

Stand 78 & 79

### **One to Watch Winners**

Student(s)	Stand No.	University	Course
Sophie Lawrence	78,79	Bournemouth	Illustration
Terri Po	92,93	Edinburgh	Illustration
Josh Atkinson	89	Leeds	Illustration
Jo Ruessmann	92, 93	Edinburgh College of Art	Illustration
Lauren Morsley	76	Duncan Jordanstone	Illustration
Elinor O'Brien	77	Uni of Leeds	Graphic Design
Deniz Gunsav	78, 79	Bournemouth	Illustration
Bronte Hall	89	Leeds Art Uni	Illustration
Amy Johnstone	97-99	Huddersfield	Graphic Design/Illustration
Gabby & Aaron		Falmouth	Creative Advertising
Fenella Samways-Dalton	46,47	Norwich Uni of the Arts	Graphic Design/Graphic Communication
Amy Tavener	70, 71, 72	Falmouth	MA Creative Advertising

Aamir Usman + Surabhi Mokashi		Falmouth	MA Creative Advertising
Becky and Beth		University of Gloucestershire	BA Advertising
Lily Arundell, Maddy Russel, Amy Joslyn	46	Norwich Uni of the Arts	Design for Publish
Anna Tarariello	47	Norwich Uni of the Arts	Design for Publish
Ibrahim Karim	24, 25	Duncan of Jordanstone Uni of Dundee	BDES Hons Graphic Design
Asaf Hagag	8	University of Greenwich	BA Hons Graphic Design & Digital Design
Roberto Cutrera	11,12	Birmingham City Uni	BA Hons Graphic Comms
Rosanna Rossetti	11,12	Birmingham City Uni	BA Hons Graphic Comms
Tom Knowles & Ben Wood	1,2	Nottingham Trent	BA Hons Graphic Design
Yolande Rapela	15,16	Portsmouth	Graphic Design
Jude Amponsah	1,2	Nottingham Trent	Graphic Design
Stuart Water	6,7	South Bank Arts	HNDY Graphic Design
Samual Jones	5	South Essex College	Graphic Design
Sam Miller	9,10	Plymouth University	Graphic Design
Jenny Skivington		Glasgow Clyde College	Graphic Design
Gail Mcfazdean	50	UCL	Graphic Design
Bethany Harrison	39	UCL	Graphic Design
Louise Francesca Bayton	60	University of West London	Graphic Design
Camilla Khadija Sovile	56,57	Middlesex Uni	Graphic Design
Llyr Scale	52,53	Uni of Westminster	Vis Com
Louis Murphy Hancock	28, 39, 50	UCLAN	Graphic Design & Advertising
Dominic Lobban	68,69	Northumbria	Interaction Design
Frederick Wiltshire	61,62	Bournemouth	Vis com
Frida Skalsness	56,57	Middlesex Uni	Graphic Design
Wang Ya (Diana)	28, 39, 50	Lancashire	Graphic Design
James H Riley	64	Northumbria Uni	Advertising
Alice Soulard	61,62	Bournemouth	Visual Communication

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