

D&AD opens call for entries for 53rd annual Professional Awards

LONDON, UK: Entries for the 53rd [D&AD Professional Awards](#) have opened with a number of new sub-category additions in response to the evolving creative landscape.

- D&AD introduces 16 new sub-categories for 2015 edition of world-famous Awards
- Branded Film Content & Entertainment becomes standalone category
- White Pencil category grows with inclusion of new Service Innovation sub-category
- Eligibility period extended from 12 to 14 months
- Entry deadline set for 18 February 2015



New media continues to play a large role in shaping creativity and with such a diverse array of outstanding campaigns continuing to emerge in this space; D&AD has created a new jury and category for **Branded Film Content & Entertainment**. TV, film, online and documentaries will be recognised at next year's awards, in addition to a sub-category for **Tactical Branded Film Content & Entertainment**.

Meanwhile, the **White Pencil - Creativity for Good** award has proved a resounding success at the D&AD Professional Awards. Since its launch in partnership with Unilever in 2012, the White Pencil has grown from a single brief to an entire movement, whilst producing two Black Pencil winning campaigns in 2014.

Category expands

With its popularity increasing with each year, the category has expanded from two to five sub-categories. With the ambition to encourage more entries from big businesses, the jury now distinguishes between work for NGOs and brands across both advertising & marketing communications and design. Service Innovation is also a new addition, introduced to recognise service products that seek to build brands and businesses by doing good.

Innovation was richly represented in 2014, with the three new categories introduced across digital and integrated juries producing two Black Pencils in '[NS/ProRail](#)' and '[The Most Powerful Arm](#)'. To further celebrate those pushing the boundaries of technology, innovation sub-categories have been added to **Packaging Design, Product Design and Radio Advertising**. Innovation in media is also recognised through the revamped **Integrated & Innovative Media** jury.

Renamed

Elsewhere, the **TV & Cinema Advertising** category is renamed to **Film Advertising** and features a new Tactical sub-category for film advertising that features a real-time, rapid reaction to breaking news. There is also a new sub-category **Casting for Film Advertising** introduced within **Film Advertising Crafts**.

Lastly, following its successful re-addition at the 2014 Awards, there are two new sub-categories introduced within **Music Videos**. Direction and Production Design for Music Videos take the number of sub-categories available for entrants to seven.

Full information on categories, pricing and dates can be found [here](#). The first jury announcements will be made in September.

Tim Lindsay, CEO of D&AD commented, "There were two standout themes at last year's awards: innovation and creativity

for good. Across the board, we saw some exceptional demonstrations of the power of creativity to push boundaries through ideas that fundamentally change peoples' behaviours for the better.

"In 2014, we saw White Pencil winners also awarded the ultimate accolade of a Black Pencil for the first time, but we don't want to stop there. We want to see even more inspirational and innovative ideas that raise the bar even higher. In fact, one challenge I'd like to set is to see White Pencil winning work from brands, as well as NGOs and charities. Show us just how influential creativity can be by proving how you can do well by doing good, too."

Only the best

D&AD only awards work of the highest standard, meaning that the quantity of top Awards given fluctuates year on year. The scrutiny and rigour imposed by the internationally acclaimed judges is legendary, and ensures that only the very best work receives the coveted Yellow, White, and Black Pencils.

All awarded work appears in the D&AD Annual, released annually in September and is available to purchase exclusively through D&AD.

Work entered into the 2015 D&AD Awards must have been commercially released between 1 January 2014 and 28 February 2015 and been produced in genuine response to a client brief. It must not have been entered in previous years. Submissions should be made in their original language by 18 February 2014. The Awards cost from just £85 (R1,555 / \$145 at current exchange rate) to enter this year. All entries received by 29 October 2014 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.

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