

D&AD Impact Awards 2016

Entry Guide

Key Dates

8th August – Deadline for entries

26th September – White Pencil Judging

27th September – Awards Ceremony

What can I enter?

D&AD Impact accepts any project or initiative that seeks to build a brand or business by having a positive impact on the world.

Entire Business Concepts, Business Initiatives, Marketing Campaigns, Public/Community Projects and Products (both physical and digital products such as apps and software) are all welcome.

What are the categories?

There are 12 categories:

Communication & Interaction / Community / Diversity & Equality / Education / Environmental Sustainability / Financial Empowerment / Health & Wellness / Humanitarian Aid / Industry Evolution / Government Engagement / Responsible Production & Consumption / Urban Living

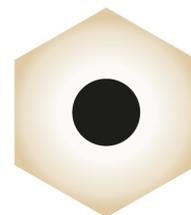
Entrants will also be asked to specify the type of project:

Entire Business / Business Initiative / Marketing Campaign / Community/Public Project / Product / Other

And the scale of the project:

Local / National / International

We welcome the entry of a project into more than one category but please be sure to tailor the written answers for each individual entry.



Are there any rules around entry?

Yes, but very few. To be eligible, your project or initiative must:

- have been launched or significantly changed or updated and re-launched between 1 January 2014 and 1 July 2016
- comply with all relevant laws and regulations
- have not already been entered into the same category by another Entrant
- have approval from all partners/stakeholders

We do not accept:

- concepts or works created only for the purpose of entering competitions
- prototypes that have not been commercially released within the eligibility period

What are the judges looking for?

For all categories, judges will consider three criteria. In order of importance, the work must have:

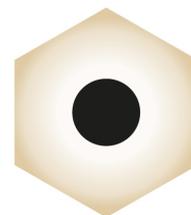
- an original and innovative idea at its core
- clear and measurable impact in its chosen category area
- contributed to the success of the business or organisation

What is the judging process?

Each category will be judged by a carefully selected group of leaders in their fields; a mix of creatives, designers, marketers, business people, entrepreneurs, journalists and thought leaders.

Through a series of online judging rounds and discussions each jury will formulate a final selection; a group of entries they deem to be the best work in the category.

From this selection the Jury President and one other jury member will select their shortlist. They will then go on to represent this shortlist at D&AD Impact Judging, a day of high level discussion where the final Awards are decided.



But please be aware, as a D&AD Judge, the jury's role is to seek out excellence, there is no prior commitment to numbers and we don't issue quotas.

What do you win?

Entries that make it through the online judging rounds will be awarded a D&AD Wood Pencil; this represents the best work in the category.

Entries that make it on to the President's Shortlist will be awarded a D&AD Graphite Pencil; stand-out work that rises above the initial selection.

The twelve Jury Presidents and twelve Jurors will decide which entries receive a D&AD White Pencil; entries that truly demonstrate the power of creativity to impact on the way the world works.

And finally, if we're lucky, the D&AD Black Pencil; for truly exceptional, game-changing ideas.

How much does it cost?

\$560

If your company is less than three years old and employs fewer than twenty people you are entitled to receive a 50% discount.

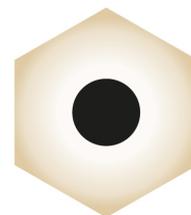
If your company is a charity, non-profit or certified B Corporation you are entitled to receive a 20% discount.

For more information contact awards@dandadimpact.com

What do you need to enter:

A Title and Cover Image for your Project.

Entry of D&AD Impact is in written format and will be the only mandatory part for the judges to view in the initial rounds. If you would like to draw attention to



other media you have supplied you will need refer to them by title in the written submission.

We ask you to supply a maximum of 500 words in each of the following areas:

Idea

What is the idea at the core of the project/initiative?

Innovation

How is this idea new? How has it evolved current thinking?

Impact

What did the project mean to the target audience? How did they participate, react or respond? How did the initiative have an impact in the category area?

Value

Has the activity met the business or organisation's objectives?

In addition to this we allow you to upload Supporting Media. Please note this is optional. This can be in the form of:

5 RGB images

1 URL

1 Video [uncompressed format / min 8.5 mbps - max 50 mbps / audio + video as single file]

Physical Products: Where the entry is a material object we request you provide digital images at the initial stage. Should your entry be voted through on the first round of judging we request that the object is sent in. Entrants will be contacted August 2016 with more details.

Questions?

Contact us at awards@dandadimpact.com