

Key dates

Wednesday 18 July

Deadline for Entries

Wednesday 26 September

Final Judging

Tuesday 2 October

D&AD Impact Ceremony, NY

Entries

What can I enter?

D&AD Impact is for everyone who believes in the power of creativity to change the world, whether you're a brand, NGO, start-up, entrepreneur, agency, social enterprise or aspiring innovator.

D&AD Impact accepts any campaign, project, product 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.

Beta or Released?

At the beginning of the entry process you will be asked to select 'Beta' or 'Released'

'Beta' is for original and transformative creative ideas that demonstrate appropriate research and testing, and have the potential to make impact. They may be campaigns and projects in early stages of planning or prototype products. The highest level that Beta entries can achieve is a Wood Pencil.

Entrants, whose work is complete, and has been released or launched publicly should select 'Released'. Submissions will require information detailing the impact that has been achieved to date.

Type?*

Let us know the type of work you are entering.

Campaign

This could be as broad as an entire marketing campaign, or as specific as a social media campaign promoting a brand, business or initiative.

Product

This could be any type of physical or digital product.

Project

This could be a specific initiative, community project or an entire business concept.

We will also request whether the scale of the work is at a Local, National or International level.

**This selection is to aid us categorise the work in order for it to be judged appropriately. If you believe that your work is not covered, or may fit within multiple categories, please select the type which you feel it is most closely aligned.*

Project categories

Let us know the category in which the work is making a positive impact. A project may be entered into a maximum of three categories, however the written answers should be tailored for the individual entry.

There are 12 categories:

Civic Engagement
Community & Interaction
Diversity and Inclusivity
Education
Environmental Sustainability
Financial Empowerment
Equality
Humanitarian Aid
Health & Wellness
Ocean Health & Wildlife
Responsible Retail
Smart Living

Entry rules

To be eligible, your project or initiative must:

— have been launched or significantly changed or updated and re-launched between 1 January 2016 and 18 July 2018

— comply with all relevant laws and regulations and have not already been entered into the same category by another Entrant

— have approval from all partners/stakeholders

— Not include your company branding or logo in the entry

We do not accept:

— concepts or works created only for the purpose of entering competitions

Judging

Entries will be judged by the D&AD Impact Council. The Council is made up of senior figures from across the creative, social entrepreneur and NGO space and exists to support and represent D&AD Impact's mission to drive creativity that powers change.

— The Council will spend time shortlisting the work, before a final day of high-level discussion to decide on the work that will be rewarded with a D&AD Impact Pencil.

Awards

What do you win?

A D&AD Impact Pencil is more than an award, it's a tangible signifier that your creative idea, product, project or initiative is a worthwhile driver of positive real-world change.

D&AD Impact Wood Pencils are awarded to original and transformative creative ideas, that demonstrate appropriate research and testing and the potential to impact.

D&AD Impact Graphite Pencils are awarded to campaigns, products and projects that demonstrate clear and measurable impact.

D&AD Impact White Pencils are reserved for work that receives a Graphite Pencil but demonstrates real scale and project progression.

Selected shortlisted entrants will be invited to participate in The Impact Academy, a masterclass program that aims not only to inspire talent, but also provide tangible tools based on the experiences and knowledge of the D&AD Impact Council.

Pricing

How much does it cost?

\$600

Discounted rates are available for those meeting the following criteria:

If the company is not-for-profit
\$300

If the company is a start-up (under 3 years old and fewer than 20 staff members)
\$50

To request a voucher code for the discounted rate, please complete the following form:

[Discount Form](#)

Required information

What do you need to enter?

A Title and Cover Image for your Project.

Entrants for D&AD Impact must provide a written explanation of the project and how it meets the judging criteria. Entrants should provide as much information as possible to support the judge's understanding. This is the only mandatory part of the entry.

We ask you to supply a maximum of 500 words in each of the areas listed.

Entry Questions

Challenge & Insight

Explain, in brief, the challenge(s) and subsequent insight(s) that led to the creative idea.

Please provide any cultural references that may aid our Council's understanding.

Idea

What is the creative idea at the core of the entry?

Innovation

How has it evolved current thinking in its sector or industry?

How has it evolved current thinking in the category you have entered it into?

BETA Only Entry Questions:

Demonstration

Describe the research and testing that has taken place so far and any key milestones.

Ambition

What impact are you aiming to have with this idea, and how will you measure success?

What are your immediate objectives and ultimate goals?

Please also include where and what kind of support is most required, should you be awarded.

RELEASED Only Entry Questions:

Value

Has the entry generated value for the business, whether this is financial or in other ways?

Has the entry contributed to the overall business objectives?

Impact

What impact were you aiming to have, how have you measured results, and what are the impact metrics you've confirmed to date?

What effect has it had on the target audience and how did they participate, react or respond?

Scale

What is the scale of the current impact achieved?

Please provide clear evidence for any statements made.

How might you increase scale and therefore impact in the future?

Please include where and what kind of support is most required to do so, should you be awarded.

Supporting media

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. Following shortlisting we may request that the object is sent in. Entrants will be contacted with further details if applicable.

Contact us

If you have any other questions, please contact us at:
awards@dandadimpact.com