

Key dates

Friday 14 July

Deadline for Entries

—

Monday 25 September

Final Judging

—

Tuesday 26 September

Promise Pitches and D&AD Impact Awards Ceremony, NY

Entries

What can I enter?

D&AD Impact accepts any 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.

Impact or Promise?

Before you select your category, you will be asked to select Impact or Promise.

—

Promise has been launched for the first time this year, and is designed for entrants with the potential for impact across one or more of the 12 categories that could benefit from the exposure, funding, mentoring and networking that D&AD Impact can offer.

—

In addition to providing details about the project, Promise entrants will be asked to specify how they envisage the project can be scaled and what resources are required to reach optimum impact.

—

Successful Promise entrants do not receive an Award, rather the opportunity to pitch for additional project support.

—

All other entrants, whose work is complete and has already made an impact at local, national or international level should select Impact to be considered for a D&AD Impact White Pencil.

Project categories

A project may be entered into a maximum of three categories, but the written answers should be tailored for the individual entry. Projects may not be entered into Impact and Promise.

There are 12 categories:

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

Project type and scale

Entrants will also be asked to specify:

—

The type of project:

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

—

The scale of project:

Local / National / International

Entry rules

To be eligible, your project or initiative must:

—

have been launched or significantly changed or updated and re-launched between 1 January 2015 and 1 July 2017

—

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

—

have not previously entered into the D&AD Impact Awards, unless the idea or realisation has changed significantly since the previous entry

We do not accept:

—

concepts or works created only for the purpose of entering competitions

—

prototypes that have not been released to the target audience within the eligibility period

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. They will make their judgements based on the originality and innovation of the idea, its vision and potential to impact and its contribution to the overall ambition of the organisation.

—

Through a series of 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.

What do you win?

Following the judging rounds, final judging will take the form of a live pitch event in front of Social Impact VCs, NGOs, Brand CMOs, Business Leaders and Entrepreneurs during Advertising Week New York.

The overall winner will receive a bespoke package of benefits including mentoring, with the aim of helping their idea reach its intended impact.

Pricing

How much does it cost?

\$200

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, and the primary material for judging.

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

Creative Idea

What is the core idea?

Innovation

How is this idea new?

How has it evolved current thinking?

Value

How has activity met business objectives?

Has there been an increase in market share/sales/fundraising?

How has it contributed to the overall ambition of the organisation?

Vision

What has the project meant to the target audience so far?

Did they participate, react or respond?

What is the vision for the idea?

What does the project need to achieve the objectives?

How will the project have an impact in the category area?

How do you anticipate D&AD Impact Promise will support your vision for the project beyond your current resources.

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. 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 2017 with more details.

Contact us

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