

## D&AD New Blood Awards 2017

Brief set by:  
The British Army

In Collaboration With:  
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Deadline:  
22 March 2017 5pm GMT

**Write with a new force to position the Army as an attractive career choice and spark a surge of applications from every part of British society**



### Related Disciplines

Advertising  
Crafts for Advertising  
Copywriting

dandad.org/new-blood-awards  
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#NewBloodAwards

### Background

The British Army protects people in the UK and worldwide. From supporting international diplomacy and conflict prevention, peace support and humanitarian operations, to providing peacetime security or entering conflicts where necessary, it's a force for good for Great Britain and beyond. To attract the talent and skills that takes, it looks beyond appearance and background and stirs people to stand up for shared ideals.

*See the Further Information page in your Brief Pack download for more background.*

### The Challenge

Armed with words, create a copy-led campaign to reposition the British Army as an employer of choice and compel young people from all parts of British society to join up as Regular Army soldiers. Not all roles are in combat so battle misconceptions, and bring its positive social impact to everyone's attention. Excite people already in the know, surprise people who thought they knew. Write eye-catching headlines, intriguing scripts, sharp short copy or tell stories – it's up to you how you use your words.

### Who is it for?

Women, people of diverse sexual and gender identities, and people from a variety of ethnic backgrounds who might not see a place for themselves in the army. This is not about segmenting the audience, this is about inclusive recruitment. Think about life stages – when would be a good time to talk to someone considering a career in the army (you have to be between 16 and 33 to join up as a Regular soldier)?

### What to Consider

- This is all about the power of words. Craft an impactful and effective message, or series of messages, that leads the creative idea.
- Tone of voice is key. It must feel like it's coming from the British Army. And audiences must be able to relate to your message – make sure they know it's them you're talking to.
- This brief is to build the British Army brand, not change it. So make sure their strapline "Be the Best" has a natural place.
- Surprise people who think they know all there is to know about the British Army. And attract people who once thought the British Army wouldn't be right for them or their career. Perhaps you're talking to these people directly, or perhaps you're including people who would pass the message on.
- Think about when and where words are seen or heard and use your findings to influence your approach.

### What's Essential

Present **at least three executions** of your campaign idea. It's up to you whether to focus on a single media channel (eg social media, branded content, poster, press, direct mail, TV, radio, outdoor...) or to go integrated and show how your concept would translate across a range of touchpoints.

- This is a copywriting brief so words must lead the creative idea.
- All work must include the brand strapline "Be the Best".
- Check, double-check and triple-check your spelling – or get someone to check it for you. Idea is king, but when it comes to the craft of copy, typos matter.

### ~~What and How to Submit~~

~~Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.~~

#### ~~Main (essential):~~

- ~~➤ Either **JPEG slides (max. 8) OR a presentation video (max. 2 min) showcasing your idea and executions.**~~

#### ~~Optional (judges may view this if they wish):~~

- ~~➤ You can submit additional executions as **text (max. 3 single page A4 PDFs, eg radio scripts, copy for social or longform content); audio (eg radio ads); interactive work; physical supporting material.**~~
- ~~➤ If your main deliverable is **JPEGs**, you can also submit example executions as **video (max. 1 min total).**~~
- ~~➤ If your main piece is **video**, you can also submit supporting **JPEGs (max. 4).**~~

