Interbrand

The D&AD Taps Interbrand to Sponsor the 2012 Student Awards

Interbrand and the D&AD challenge students to become creative activists of Peace One Day

London, UK (8 December 2011) – Interbrand, the leading brand consultancy, is pleased to announce that it is a sponsor of the 2012 D&AD Student Awards. Celebrating its 50th anniversary in 2012, the D&AD is a not-for-profit organization that through awards, lectures, and programs, promotes the importance of creativity, innovation and ideas to the business community.

Highly respected, and the most prestigious of their kind, the D&AD Student Awards offer upcoming graduates the opportunity to work on real world briefs, and win paid placements in some of the world's top firms and agencies. This year, briefs cover specific areas of design and advertising and have been set forth by companies including Spotify, Coutts, Aviva, and Boots.

Interbrand is challenging students to create a behavior changing campaign around Peace One Day, a non-profit organization that works toward a Global Truce – an annual day of global ceasefire and non-violence. Unanimously adopted by the United Nations as 21 September – Peace Day, the organization is now working to institutionalize Peace Day around the world.

Students completing the Interbrand and D&AD brief must demonstrate that their idea works everywhere in the world, irrespective of cultural particularities. Collaboration should be key to the solution and inspire the longevity and on-going effectiveness of Peace Day. The shortlisted entrants will be eligible to interview for the D&AD Graduate Academy, and the Student Award winner will receive a three-month paid placement at an Interbrand office.

With regard to the Interbrand and D&AD partnership, Andy Payne, Interbrand's Global Chief Creative Officer said, "At Interbrand, we believe that power to create or to change the world is owned by those individuals who see the world's problems as opportunities to change things for the better. We believe such aspirations need to be encouraged at the very beginning of a creative career. We are delighted to partner with the D&AD and both recognize and encourage those students who will change the world in the future."

The D&AD Student Awards provide the largest international platform for the next generation of creative superstars, to which, over 75% of D&AD Student Award winners are in a job or internship within three months.

"The Industry has a duty to nurture new talent – not because D&AD tells it so, but because the creative economy relies on new ideas to thrive. If we want to stay competitive in the global marketplace, the best way to do that is to support our best young minds. Their ideas will become the award winning work of the future," said Tim Lindsay, D&AD CEO.

Entries must be submitted no later than Friday, March 9^{th} , 2012. The full brief and registration form can be found at:

http://www.dandad.org/awards/student/2012/categories/1/open-brief

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For more information, please visit: http://www.dandad.org/awards/student

About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 25 countries, Interbrand's combination of rigorous strategy, analytics and world-class design enables it to assist clients in creating and managing brand value effectively across all touchpoints in all market dynamics. Interbrand is widely recognized for its Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created www.brandchannel.com, a broader platform for the discussion of brands. For more information on Interbrand, visit www.interbrand.com.

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