“D&AD NEW BLOOD SHIFT MAKES LATERAL LEAPS TO SEEK OUT INSPIRATION IN DIFFERENT PLACES AND PROVIDE A PLATFORM FOR THE TALENT OF TOMORROW.”

Grant Hunter, Global ECD, Iris Worldwide

“THE SOONER WE EMBRACE AND SUPPORT NON-TRADITIONAL CREATIVE TALENT, THE SOONER WE CAN HAVE THE IMPACT OUR WORLD IS ASKING US FOR.”

Lauren Pleydell-Pearce, ECD, PwC

“SHIFT UNCOVERS CREATIVE INSIGHTS AND INNOVATIVE WAYS OF COMMUNICATING OUR BRAND VALUES AND WHO WE ARE AS A BUSINESS”

Reuben Arnold, VP of Marketing and Product, Starbucks EMEA

“CREATIVE CAREERS SHOULD BE ACCESSIBLE TO ALL.”

Abi Pearl, Head of Advertising, giffgaff
Shift isn’t for sheep. It’s for the hustlers who forge their own futures, and don’t follow suit. Talent like this doesn’t need a degree to talk for it. Doesn’t need to do things the done way. Talent like this won’t settle for just a foot in a door. It won’t stop at a wall, or blink at breaking down barriers. Talent like this won’t wait its turn. Its time is now.

D&AD New Blood Shift is our intensive night school programme that places an emphasis on raw, untrained talent. Shift compels its students to make the best creative work of their life and challenges the industry to search further for creative talent.
This year 20 Shifters – all with creative talent but no formal arts education or degree – have been through the intensive 5 month night school and learning programme.

They’ve learned from the best, honed their thinking and applied their craft. Now they’re ready to prove that there’s more than one way to break into the industry.

**Meet the Shift London Class of 2019/20.**
Empathy is a quality that I value, and as a budding female creative, I thrive off storytelling and uncovering human truths. I'm constantly moved by learning about people, their cultures, and their perspectives, which continually shapes me as a person both personally and professionally.

LAUREL
Strategist
E: laurel.spiers@gmail.com
W: www.laurelspiers.com

I just like what I like. The simpler the better. When something works without any added noise - that's what inspires me.

JAMIE
Designer
E: jamieeverall@gmail.com
W: jamieeverall.com


HOPE-PRECIOUS
Creative
E: hopeprec.engel@gmail.com
W: hopengele.tumblr.com

A tropical girl who lives sailing across different seas connecting hearts in the cold age of plastics and robots. My inspirations come from dance, photography, music, poetry and graphic design. My work creates ways for people to be more connected and aware of their actions.

NANDA
Creative
E: nandakovic@gmail.com
W: www.nandakovic.com

Having always been around different cultures, being of mixed heritage and growing up in London, I’ve developed pretty eclectic interests. Music and fashion are where I get most of my inspiration from and is definitely what shapes my outlook on life and my work. I’ve always liked a bit of everything.

ELLA
Art Director
E: ellawillisalv@gmail.com
W: ellawillisalvarez.tumblr.com

Having always been around different cultures, being of mixed heritage and growing up in London, I’ve developed pretty eclectic interests. Music and fashion are where I get most of my inspiration from and is definitely what shapes my outlook on life and my work. I’ve always liked a bit of everything.

ELLA
FICION FLANNERY
Creative
in partnership with Victoria
E: ellapichonflannery@live.co.uk
W: victoriaandella.co.uk

I grew up in Brighton in a house attached to an old people’s home. One Christmas whilst eating breakfast, a private ambulance arrived to take a body away. Merry Christmas!

I can make my Mum laugh and if you knew my Mum you would appreciate what an achievement this is.

ELLA
WILLIS- ALVAREZ

Hobby - running with my dog.

NANDA
KOVIC

A tropical girl who lives sailing across different seas connecting hearts in the cold age of plastics and robots. My inspirations come from dance, photography, music, poetry and graphic design. My work creates ways for people to be more connected and aware of their actions.

JAMIE
EVERALL

I just like what I like. The simpler the better. When something works without any added noise - that’s what inspires me.

LAUREL
SPIERS

Empathy is a quality that I value, and as a budding female creative, I thrive off storytelling and uncovering human truths. I’m constantly moved by learning about people, their cultures, and their perspectives, which continually shapes me as a person both personally and professionally.
She’s great, she’s a catch, but she’s bad at describing herself. She could probably sell you air in a can too.

RUSSIEMESSI
Strategist
E: russiemiessi@gmail.com
W: russiemiessi.wixsite.com/yanaboth

People & individuality inspire me most. Everybody has a different story to tell. I’d love to create work that makes people think a little bit differently through clever unique ways.

PARRY STEWART
Creative
E: parrystewart@gmail.com
W: parrystewart.co.uk

Hi - I’m Owen. The youngest shifter, fresh faced and ready to save the world (or what’s left of it). I want to prove that creativity can stimulate meaningful and sustainable action to help people and our planet.

OLLIEBIELBY-SMITH
Designer
E: info@oliverbielby.com
W: oliverbielby.com

I’m Ollie. Since the age of twelve, I’ve been teaching myself design. I thrive off all things visual. In the past, my work has focused on digital, editorial and brand, but I am aiming to diversify and explore as much as I can.

OLLIE
Designer
E: info@oliverbielby.com
W: oliverbielby.com

My background is in Social Science and my everyday mission was always to ask questions and look for answers. But only through my creative work, I can finally act on them and make real change. I want to make work that has the balls to challenge the industry; to start a conversation.

MISCHA LUSTIN
Strategist
E: mischalustin@gmail.com
W: mischalustin.com

My background is in Social Science and my everyday mission was always to ask questions and look for answers. But only through my creative work, I can finally act on them and make real change. I want to make work that has the balls to challenge the industry; to start a conversation.

LOUIS FAUCHER
Creative
E: faucdesign@gmail.com
W: www.fauc.co.uk

From audio to image making my mind is full of surprises. I’m fascinated by how ideas are born and then nurtured into our daily atmosphere. My passion is picking up inspiration from the most obscure places and I genuinely love sharing thoughts and gaining a better understanding of our environment.

PARRY STEWART
Creative
E: parrystewart@gmail.com
W: parrystewart.co.uk

People & individuality inspire me most. Everybody has a different story to tell. I’d love to create work that makes people think a little bit differently through clever unique ways.

OLLIE BIELBY-SMITH
Designer
E: info@oliverbielby.com
W: oliverbielby.com

I’m Ollie. Since the age of twelve, I’ve been teaching myself design. I thrive off all things visual. In the past, my work has focused on digital, editorial and brand, but I am aiming to diversify and explore as much as I can.

RUSSIEMESSI
Strategist
E: russiemiessi@gmail.com
W: russiemiessi.wixsite.com/yanaboth

She’s great, she’s a catch, but she’s bad at describing herself. She could probably sell you air in a can too.
Dysmorphia

A short film offering an artistic take on how young men find it increasingly difficult to recognise and express their emotions, leading to body-image related issue and even body dysmorphic disorder.

It also aims to address the much larger problem; while external influences on young men have multiplied there is still a lack of constructive and earnest conversations about what it means to be a 'man'.

Runtime 01m 40s
Year 2019

This project was a collaboration between a group of creatives who all believed they should talk more about how they feel and less about what the world might expect of them.

I've produced “Dysmorphia” because I believed in the importance of its message and the talent and passion of each person involved.

Producer    Zoltan Adorjan
Director/Creative  William Samaha
Cinematographer  Bertrand Rocourt
Mental Health Advisor James Downs

Realised with kind support from ARRI Rentals, Direct Digital Hire and FWStudios. Find the full project details and the video on midnightorange.co.uk

With a background in music, fine arts, performance and experience in producing moving image projects I am looking forward to combining the different skillsets and ways of thinking to tell stories that connect with audiences and land key messages in novel and unexpected ways.

ZOLTAN
Creative
E: zoltan.adorjan@gmail.com
W: midnightorange.co.uk

I'm an illustrator who enjoys getting lost in my imagination and then recording the results. My inspiration is sourced from current events, listening to music and overhearing conversations from strangers.

ZAK
Illustrator/Creative
E: zakari_comyns@hotmail.com
W: www.zakcomyns.com

School didn’t work. Pop’s says “you was A/B student” But i didn’t finish. Like most I hated rules, I always pushed my limits. I fell in love with the Culture. From Grime to the Grind I got in trouble...a lot! Lost a lot of time. Labelled a Problem Now a Solution

VINCE
Creative
E: stickz@inhouserecords.org
W: wixsite.com/cre8stx

I spent 5 years exploring 20 countries, have played ‘bride’ in a fake Zimbabwean wedding, dodged kangaroos transporting pineapples across Australia, worked as fashion photographers assistant (so can make a decent cuppa) and freelance taking photos of beautiful brides and cute babies. I believe fun work makes the best work - so I’m excited to do just that.

VICTORIA
Creative/Photographer in partnership with Ella P
E: vickysmith_15@yahoo.com
W: www.victoriaandella.co.uk

I have a passion to create work that defies expectation and challenges perception. I provoke thought amongst wide ranges of audiences by finding insights that communicate with the soul and build instant connection. “To spot Seun in a room, just find the handsome fella with the best trainers on.” - Everyone

SEUN
Copywriter
E: info@seunareoye.xyz
W: www.seunareoye.xyz

With a background in music, fine arts, performance and experience in producing moving image projects I am looking forward to combining the different skillsets and ways of thinking to tell stories that connect with audiences and land key messages in novel and unexpected ways.

SEUN
Copywriter
E: info@seunareoye.xyz
W: www.seunareoye.xyz

I'm an illustrator who enjoys getting lost in my imagination and then recording the results. My inspiration is sourced from current events, listening to music and overhearing conversations from strangers.

ZAK
Illustrator/Creative
E: zakari_comyns@hotmail.com
W: www.zakcomyns.com

With a background in music, fine arts, performance and experience in producing moving image projects I am looking forward to combining the different skillsets and ways of thinking to tell stories that connect with audiences and land key messages in novel and unexpected ways.

ZOLTAN
Creative
E: zoltan.adorjan@gmail.com
W: midnightorange.co.uk

I'm an illustrator who enjoys getting lost in my imagination and then recording the results. My inspiration is sourced from current events, listening to music and overhearing conversations from strangers.

ZAK
Illustrator/Creative
E: zakari_comyns@hotmail.com
W: www.zakcomyns.com

With a background in music, fine arts, performance and experience in producing moving image projects I am looking forward to combining the different skillsets and ways of thinking to tell stories that connect with audiences and land key messages in novel and unexpected ways.

ZOLTAN
Creative
E: zoltan.adorjan@gmail.com
W: midnightorange.co.uk

I'm an illustrator who enjoys getting lost in my imagination and then recording the results. My inspiration is sourced from current events, listening to music and overhearing conversations from strangers.

ZAK
Illustrator/Creative
E: zakari_comyns@hotmail.com
W: www.zakcomyns.com

With a background in music, fine arts, performance and experience in producing moving image projects I am looking forward to combining the different skillsets and ways of thinking to tell stories that connect with audiences and land key messages in novel and unexpected ways.
Powerleague are the original and premier provider of commercial small sided football in the UK. Adding to their portfolio of activities, Powerleague are introducing ‘Walking Football’, aimed at keeping people aged over 50 involved with football.

PwC tasked the Shifters to create a campaign, activation concept, product or service that raised awareness of Powerleague as the provider of ‘Walking Football’, and increased repeat visits from the target audience.

**BRIEF #1**
**The Audience**
They live and breathe football, but due to health and mobility factors are not as physically fit as they used to be. They keep their connection to the game alive by going to the pub.

**The Insight**
Pubs are closing down left, right and centre, therefore leaving voids in communities and at the core of these mens’ lives.

**The Idea**
Create a new football league promoting friendly competition between local, pub run teams and by turning pubs into football clubs.

For the people that aren’t in the team but would still like to show their support, we will stream the games in the pubs and create a Facebook group to post team updates.
In a digitally advanced world, the older generation feels left behind and disconnected. Our nostalgia-inducing campaign invites old football lovers to reconnect with the game they haven’t played in a while. We designed special edition Powerleague Panini Stickers, reinventing the classic 1980s culture. Our activation is accompanied by copy-based OOH advertising.

You haven’t played the beautiful game in a while.

You might even still go and watch it every now and then. You take your children, grandchildren to play at your local club every weekend and you remember vividly what it was like in your day.

Us too. That’s why we’re launching Walking Football. And just like your old Black Copa Mundials, we’re keeping it simple. No fancy business. The pace has changed, but the passion hasn’t. They say the game is like a ballroom dance – it’s all about retracing old steps.

There’s a Powerleague not too far away from here, and we’d love to see you there.
INSIGHT: Older men make excuses not to try walking football.
IDEA: Remove men’s doubts about their physical capabilities.

EXECUTION: Build online communities through men identifying with each other’s genuine excuses and current player’s journeys into playing walking football.

“You can still dodge with dodgy knees”

The love of the game stays the same.
www.powerleague.co.uk/walkingfootball
Insight: Football is about its history and the way it made you feel - joy, excitement, competitive, alive, part of a community. You play it because you love everything about the beautiful game.

Idea: Through community building and instilling pride in playing for your local, a nation-wide awareness campaign and improved experience we’ll enable Powerleague to capitalise on word-of-mouth and play a key role in reconnecting old friends, allowing new bonds to form and encouraging a new love for football.

Execution: An integrated campaign with a focus on bringing the spirit of youth back to walking football by recreating the emotion of what it felt to play football back in the day.
Society loves telling retired men to start slowing down. To look forward to years of comfy slippers, warm cups of tea and plenty of daytime TV.

But, they’re not ready to slow down.

So, we’re going to be the brand that says **step out of retirement and walk into football.**
#WalkWithPower introduces Walking Football as an accessible sport for retired adult males, aged 55-74, of all physical abilities to partake in. Also using a 3-step process - pre-game, on-the-pitch & off-the-pitch - to embed the sport into their routine.
Insight
The number of men over 50 experiencing loneliness is set to rise, with many retirees feeling they are losing their identities and becoming less relevant.

Idea
Use existing Powerleague players to reconnect men over 50 with the game they love and once played, by inviting them to a monthly subscription box – including guest passes, time on the pitch and the opportunity to create lasting friendships.
IN MY DAY...
FIT
WORKED HARD
PLAYED HARD
DRINK WITH THE LADS
SOMETHING TO DO
SOMEWHERE TO BE

STILL MY DAY...
FIT
PLAY SMART
LAUGH HARD
CATCH UP WITH
THE LADS
NEED TO DO
NEED TO BE

CHADWICK JACKSON
VINCE STICKINGS

IT'S STILL THEIR DAY
WALKING FOOTBALL WITH POWERLEAGUE

IM STILL ALIVE
SO I'M STILL KICKING

TALE OF TWO HALVES
Powerleague

It's Still My Day

-DICKIE BORTHWICK 81
Refurbished phones are pre-owned handsets that have been repaired for resale. They’re the smart, savvy and sustainable alternative and are growing in popularity.

giffgaff tasked the Shifters to continue this momentum and help make purchasing refurbished phones the natural choice by focusing on raising awareness, the purchase process or the packaging.
Environmentally aware Millennials and Gen-Z’ers struggle to find actions they can take that feel meaningful. giffgaff will provide a platform for these people to assist them in finding the right phone based on their personal values.

Problem:
People want a brand new phone.

Solution:
Personify the phone and tell it’s story to emotionally connect with the audience.
**Insight:** Sustainability and sustainable actions are surrounded by feelings of guilt and the idea of sacrificing lifestyle or finances, this alienates people from different socio-economic backgrounds.

**Idea:** Changing the language and emotion around sustainable action to broaden the environmental movement, allowing everyone to feel they have the means to make decisions that are both financially and environmentally sound.

**Execution:** An integrated campaign focusing on the feeling of freedom derived from making the right choice - for yourself and the planet.

---

**Insight:** GenZ engage with online content through their own culture.

**Idea:** giffgaff adopt youth culture communication to talk refurbished to GenZ.

**Execution:** giffgaffspam is launched, positioning refurbished handsets as the next GenZ trend.
We want to tell the story through the lens of an athlete who has recently gone through refurbishment, who has proven he’s “Still got it.”

People spend all their money on the latest phones, leaving them short on cash when it comes to the things that really matter.

The idea behind #WhatDidYoursComeWith? is to show them what a refurbished phone really comes with.

#WhatDidYoursComeWith?
Save money. Buy refurb.

£420 towards a road trip for you and your mates
12MP wide-angle camera
Super Retina HD display
64GB Internal Memory

iPhone X
Refurbished

The idea is simple. Show people what buying a refurbished phone really comes with.
The UK’s best network, with the best costumer service deserves to have the best interaction in hand held service.

99 problems. But buying a phone you feel good about, isn’t one of them.

We can help you make the sustainable choice, with a refurbished phone.

But we can’t help you make good decisions every time you use it.

GGxTTxT&T

GIFFGAFF x Trusted “Timpson” x Tried & Tested

1. You place your order online.

2. Your phone will be delivered to one of the 2155 outlets of Timpson UK

3. Your phone will be turned on in front of you for quality assurances

4. You will put your sim-card in and asked to ring 0800-GIFF-TAT to confirm your happy with the phone.

5. You are given a complimentary protection glass for your Tried & Test Device, you are given your charger in a small draw string pouch.

At least his phone reduces e-waste.

Make bad decisions with good phones. Choose refurbished.
People who choose refurbished mobile are smart and aware. Not only are they making a sustainable choice, but they understand the other benefits too. We're celebrating them with a campaign that champions this new mindset, not new stuff.

Vincent Stickings

People are either not aware or just generally not very trusting when it comes to buying a refurbished phone. You can trust giffgaff. Playing into the myths and fears, we show what it could be like with somebody else. Like, Subscribe, Double check your box. We're going viral! GoodBusiness

Nanda Kovik
Insight: Consumers are hesitant to buy refurbished phones due to concerns regarding overall quality and functionality.

Idea: We’ve created exaggerated mobile/creatures to debunk false preconceptions whilst raising awareness of the benefits of choosing refurbished.

Execution: Ad campaign using illustration/video to show a nightmare vs reality scene of buying/using a refurbished phone.

Packaging is more than a package
#giftgiffgaff

4 choices.
1 package.

- Seeded plantable packaging
- Functional packaging
- Simple packaging
- Packaging for the home
Starbucks believe in inspiring and nurturing the human spirit every day through the convening power of coffee, and seek to lead with environmental consciousness. Unfortunately, as with many global brands, they can be perceived to:

1. Not care about the environment
2. Have lost its human touch

The Shifters had just eight hours to address this by creating a movement around making the change to reusable cups, OR finding a way to personally re-connect with audiences.

In collaboration with

IRIS

Please note that the branding is not necessarily a true representation of the Starbucks brand - these are concepts only for the purpose of the Starbucks sponsored D&AD programme, New Blood Shift.
It takes 21 days to change a habit, so for 21 days, Starbucks will remove all paper cups from all stores. “As the world’s leading coffee retailer, we know we have a responsibility. We’re changing the subconscious behaviour behind the overconsumption of paper cups. If a short term loss for us means a long term gain for all, then there’s no question. We’re not introducing change gradually, it’s happening now. It’s a choice we’ve made. We’re not willing to compromise on it.”

ONE NAME, MANY STORIES
We may all appear the same but deep down we are very different. To illustrate this, Starbucks are taking their ‘name on cups’ a step further by bringing the unique stories of the people who hold the most popular name in the country to life. This will reinforce Starbucks’ naming initiative while reminding everyone that our stores may have the same name but are all unique on the inside too.
Starbucks will be the first mass coffee chain to eradicate single use plastic. Instead, customers will purchase and customise their own lid, providing an easy, transportable and hygenic solution to the cumbersome ‘keep cup’. How will it work? The customer is given a reusable cup when they order their coffee and they apply their own lid. Once finished, they can drop the empty cup off in any Starbucks store or ‘Starbucks Station’. All cups are deep cleaned by Starbucks, ready to be used again. Customers can customize their lids with their name, creating the personalization Starbucks are famous for.

Visually, there is no noticeable difference between paper cups and Starbucks reusable cups. This means there is no real call to action for customers. So Starbucks is going green…. Literally. By making a simple design switch to a green reusable cup, we will create an effective call to action, spark a global conversation and bring visibility to the behind-the-scenes work Starbucks are doing to become more sustainable. Green digital takeovers and green concept stores will complete the campaign.
WHAT’S NEXT

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for New Blood Shift to succeed we need you, the industry, to offer the next steps.

We’re looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we’re setting some guidelines for these placements:

THE TIME
Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

THE MONEY
Shifters must be paid the current London Living Wage, £10.55/hour or £370 for an average week.

THE SUPPORT
For some of the Shift group, this may be the first time they’ve worked within an agency environment. So it’s critical to have a mentor within the company – a single point of contact that they can turn to during the placement period. We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2019/20, as well as advise host agencies with placements.

If you are interested in offering placements to our Shifters, please contact Hilary Chittenden at shift@dandad.org
D&AD New Blood Shift relies on support from the whole industry. We’re grateful to London’s creative industry for giving up their time to advise and support the programme, attend the sessions, and teach the Shift Class.

To support Shift as a speaker, host, mentor or offer a placement in 2020, contact Hilary at shift@dandad.org

To set a brief for the Shift 2020 class or sponsor the programme, contact Sammi at sammi.vaughan@dandad.org

IN COLLABORATION WITH

OUR SUPPORTERS

SUPPORTING AGENCIES
Analog Folk
BBC Creative
BBH
Bracket
Bulletproof
Design Bridge
For People
Futura
Grand Matter
Harbour
Iris
Lucky Generals
Method
Mischief PR
Phantom
Publicis Sapient
Pretty Bird
PwC
Saatchi&Saatchi
Saboteur
The Elephant Room
VCCP Kin

MENTORS
Andy Ormick, Belonging Studio
Bradley Krom, PwC
Chloe Templeman, Design Bridge
Chris Abdullahi, Brand & Deliver
Emma Hopkings, Spotify
Faria Ferdous, Publicis Sapient
Gerard Crichlow, AMVBBDO
Hannah Green, PwC
Jack Hutchinson, Mischief PR
Katja Alissa Mueller, Freelance
Creative Designer
Kirstie Wilson, PwC
Lauren Pleydell-Pearce, PwC
Miho Aishima, Superunion
Natalie Narh, Ogilvy
Nimo Awil, Media Monks
Phillip Bircham, Superimpose
Rakesh Chadee, Design Director
Sophie McGovern, MRM
Tarin Fontenelle, On Road
Tasnim Bhuiyan, Adobe
Zac Ellis, AMVBBDO

PASTORAL SUPPORT
Jade Ilke, Designingfutures

SHIFT ECD
Ian Wharton, Executive Creative Director

SHIFT ADVISORY BOARD
Brinley Clark, Superunion
Chloe Templeman, Design Bridge
Ilan Wharton, Executive Creative Director
Mina Patel, BBC Creative
Ollie Olanipekun, Superimpose
Shannie Mears, The Elephant Room

INDUSTRY SUPPORT NETWORK
Alison Coward, Bracket
Abigail Stephenson, BBC Creative
Brett MacFarlane, Method
Caspian Rabone, Critical Mass
Claire Phelan, Grand Matter
Emily Shorvon, Phantom
Fahud Ahmed, Design Bridge
Gemma Moroney, Mischief PR
Grace Margeson, Freelance
Hannah Phang, Futerra
Hannah Kelly, Saboteur
Idut Loarer, Dentsu X
Jake Maguire, Design Bridge
Jane Louise Catchpole, Williams
Murray Hamm
Jessie Thavonekham, OnePlus
Jenai Edwards, Sky Creative
Joe Deeks, Freelance Copywriter
Mary Leonard, Creative Lead
Matt Jones, BBC Creative
Matt Craige Atherton, Mother
Michael Olaye, The North Alliance
Nick Eagleton, Saboteur
Nigel Edginton-Amor, Sky Creative
Paul Skerm, Superunion
Robbie Whitfield, For People
Tayo Arewa, HR & Talent Director
Tim Jones, Venture Three
Thomas Fitzmaurice, Interbrand
Will de Groot, The Elephant Room

SHIFT 2019 CREATIVE
Christian Johnstone

SHIFT HEADSHOTS
Hugh Rochfort