



Awards 2010

Entry and Competition Rules

Entry Criteria

Work entered into the D&AD Awards must have been:

- Commercially released between 1 January and 31 December 2009
- Produced in response to a genuine brief from a client
- Made available to the public through a legal medium or mediums
- Approved and paid for by the client

Concept designs or works created solely for the purpose of entering competitions are not eligible.

Neither should your Entry have been entered into the same category by another Entrant or submitted into the Awards in a previous year.

In the event that a jury queries the eligibility of an Entry, the Entrant will be required to provide documentary evidence to demonstrate the eligibility of an Entry.

Submission of Entries

Alterations must only be made to work in order to satisfy the formatting requirements, as detailed in the [Preparing your Entries PDF](#).

Work must be submitted in its original language. Please supply required translations in the formats described in the [Preparing your Entries PDF](#).

Entry Deadline Wednesday 27 January 2010
Deadline for delivery of entries Wednesday 10 February 2010

Action against Entrants who breach the Awards Rules

If D&AD establishes that an Entrant has broken the Awards Rules, the offending Entry shall be immediately suspended from the Awards and referred to the D&AD Executive.

This group has the right to:

- Disqualify an Entrant from the Awards
- Bar an Entrant from submitting Entries to further Awards
- Revoke or suspend an Entrant's membership of D&AD

For full information on D&AD's policies please view our [Terms & Conditions](#).