

F/Nazca Saatchi & Saatchi design creative campaign for Next Awards

F/Nazca Saatchi & Saatchi have designed the campaign for the 2016 D&D Next Awards, creatively imagining a series of posters from some of the most iconic photographic and film works ever made.



Capturing the essence of what makes them unique, using words and emotive illustrations, they are designed to inspire and excite the next generation of photographers and directors to enter their work into the 2016 awards. F/Nazca Saatchi & Saatchi is a D&AD Award winner, most recently taking home a Yellow Pencil for graphic design in the 2015 Awards.

Pedro Prado, creative director F/Nazca Saatchi & Saatchi, commented, "D&AD, along with the biggest names in direction and cinematography are always a source of inspiration for us. I hope we've managed to create a campaign that touches the soul of future great names in the industry."

Tim Lindsay, D&AD CEO added, "One of the great things about D&AD is the chance it gives us to work directly with great agencies on our own campaigns. It is no surprise that we've gone back to Brazil once again to access that brilliance. The work that F/Nazca has created gets to the heart of what the Next Awards are all about, an inspiring celebration of talent and potential."

The complete list of celebrated work is a varied one with famous adverts sitting alongside music videos and album covers. Here is the full line up:

- Sony "Balls"
- Honda "Cog"
- Spike Jonze "Weapon of Choice"
- Guinness "Surfer"
- Benetton "Hearts" by Oliverio Toscani
- Nirvana "Nevermind"
- Honda "Grrr"
- Nike "Write the Future"

A social campaign, animations and films, the latter of which will be released in 2016, will support this series of posters. To see the campaign imagery, go to <http://we.tl/uC4pCVUtVs>.

Next Awards

The Next series bridges the gap between the D&AD Professional Awards and New Blood programme by identifying the best new talent and promoting them back to industry. Shortlisted directors and photographers receive international exposure for their work, mentoring from a wide portfolio of acclaimed photographers, agents, production companies and advertising agencies, plus the chance to win funding and grants towards personal and commissioned projects.

This year's Next Photographer Award will again be held in partnership with Getty Images, a world leader in visual communications.

Andy Saunders, senior VP, Creative Content at Getty Images says, "When we partnered with D&AD last year to inaugurate the Next Photographer awards, we were expecting submissions that were original, highly creative and demonstrated a fresh perspective. We were not disappointed. These awards mark a unique opportunity to highlight and nurture emerging photographers from across the globe. I'm very much looking forward to the judging process and to bringing the company's unique creative insight and experience to a new generation of talent."

The overall winner will be chosen from the shortlists and announced at the D&AD Professional Awards Ceremony in May 2016, taking home a coveted D&AD Pencil and earning a place in the 2016 D&AD Annual. All shortlisted entries also get a mention in the Annual. The Next Awards entry fees start from £20, submitted work does not need to have been commercially released, but must have been completed after 1 January 2014.

To find out more, [click here](#).

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