



THE BRAND

&

DESIGN AWARDS

THE BRAND AND DESIGN AWARDS

TO BE DISCUSSED. TO BE DISCOVERED.

We put creativity to work, solving client challenges in unexpected, memorable ways.
Great work starts with an insight, takes shape as an idea, and comes to life through craft and personality.

The brand & design awards (TBDs) celebrate that work across WPP brand & design - from projects that made it out into the world to brilliant ideas that didn't quite make the cut. Bring us the launches and the 'if only's'.

Because great work deserves to be discussed, to be discovered.

LANDOR

Design bridge
and partners

cba

COLEY
PORTER
BELL

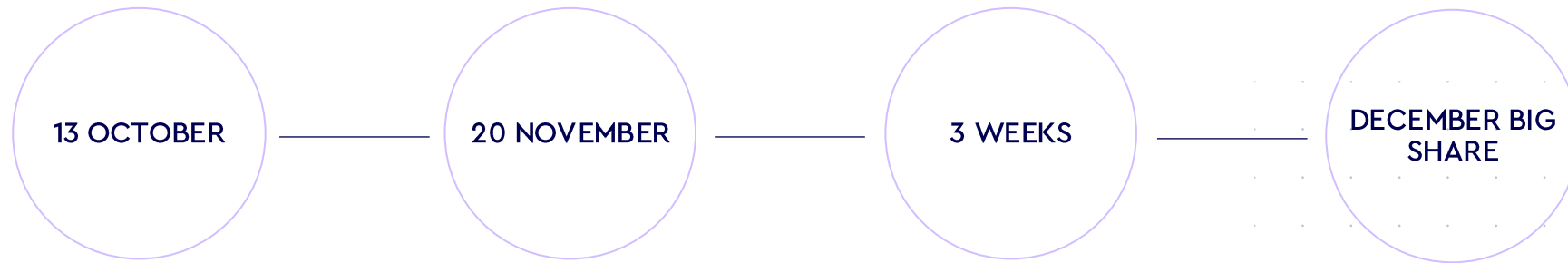
ManvsMachine



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KEY DATES



ENTRIES OPEN

ENTRIES CLOSE

JUDGING PERIOD

WINNERS ANNOUNCED

THE CATEGORIES

TBD IN THE WORLD

For work that made the leap from idea to reality. This category celebrates creative work that's already out in the world, or will be by 31 March 2027, and solves a client challenge in an unexpected, memorable way. Show us the insight, idea, personality and craft that brought it to life.

'IF ONLY'

Some of the best creative work never gets made. '**If Only**' celebrates brilliant ideas that didn't make it into the world – whether a pitch went another way, a client chose a different route, or circumstances brought a project to a halt. This award gives those unrealised ideas the spotlight they deserve, recognising the originality and ambition behind the work...and celebrating what might have been.

KEY THINGS TO KNOW

DATES

Applications open on 13 October until midnight BST on 20 November.

Judging will then take place, with the winners being announced in December.

You can submit your entry via TBD Microsite [here](#).

ELIGIBILITY

All entries should relate to achievements in 2026, or launching by 31 March 2027.

Each studio/squad/team should submit at least 1 project into TBD. Prizes for TBD can be found overleaf.

'If Only' category, this should relate to work from 2026 and is specifically for work that has been unrealised to give visibility to work that otherwise would never be seen.

There is no minimum entry requirement for this category. There will be one winner selected from 'If Only' that will be awarded \$1000 to be expensed as a team celebration.

ENTRY FORMAT

Entries must be formatted according to the short template provided, which you can [download here](#).

To include minimum 1 image + short written description according to template.

You are welcome to include links, case studies, showreels etc in your entry as part of your supporting material.

THE PRIZES

\$500

Bronze
(to be expensed as team
celebration)

\$1,500

Silver
(to be expensed as team
celebration)

\$2,500

Gold
(to be expensed as team
celebration)

\$5,000

Grand Prix
(to be expensed as team
celebration)