

# Why you shouldn't try to win a D&AD pencil

By Sophia Luu

**We pretend like there's  
some secret formula for  
D&AD success....**

**A Strong Creative Team**  
**Hard Work**  
**The Right Brief**  
**Some Genius Idea**

~~A Strong Creative Team~~  
~~Hard Work~~  
~~The Right Brief~~  
~~Some Genius Idea~~

**The real secret?**

**Enter.**

**Enter.**

**With Integrity.**

**Pick a project that  
excites you...**

**... NOT because it will win awards!**





**You had cracked your skull falling off from a truck, so I came to visit you in hospital. You tried to tell me your whole story, but I couldn't understand everything you were saying, because of your Egyptian accent. All I could think about was how your broken English mirrored your broken head.**

**@conversationsfromcalais**

**You asked me if European people would have to leave the UK after Brexit and I said maybe. You asked if that would mean there would be lots of jobs left by Europeans leaving the UK and I said yes, probably. You turned around, looked at the field of tents behind us and said you knew lots of people who could fill those jobs.**

**@conversationsfromcalais**

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#f62459    HEX ▾    **The quick brown fox jumps over the lazy dog.**    Current Ratio 3.95 ✓    Goal Ratio AA - 3

ALL    ● ● ● ● ● ● ●    Start Over    Who Made This

Dark Blue	Light Purple	Red	Light Purple	Bright Purple	Light Purple
Light Purple	Light Purple	Red	Light Purple	Light Purple	Light Purple
Red ✓	Light Purple	Bright Purple	Light Purple	Light Purple	Light Purple
Bright Purple	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple
Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple

<http://donielleberg.com/>

**Make stuff. Early.**



**Test your idea with real  
people. Listen.**

**(and make NO assumptions!)**

**Talking about periods  
has become a gendered  
construct, but blood  
itself is gender neutral.**





**Don't dream about  
winning an award.**

**Just dream.**



**Cheers!**

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