

# NEW. DESIGNERS



PARTNER PRESENTATION  
BUSINESS DESIGN CENTRE,  
ISLINGTON  
WEEK 1: 26 - 29 JUNE 2024  
WEEK 2: 3 - 6 JULY 2024



# NEW DESIGNERS OVERVIEW

New Designers is the **longest running** and **leading design showcase** in the country and is widely loved and respected by the industry.

**This year it's celebrates its 39<sup>th</sup> anniversary** and will bring together:

- **Over 150** flagship university **design course exhibitors**.
- **2,500** of the country's **finest design students** showing.
- **Week 1 focus:** textiles and fashion, jewellery and ceramics, glass, costume design, contemporary design craft.
- **Week 2 focus:** digital media, visual comms; graphic, animation, illustration, furniture and product, interiors, gaming.

New Designers connects these future leading lights with industry for **creative exchange**, **collaboration** and **recruitment**.

To see the ND 23 highlight film, click to the right:





# NEW DESIGNERS DNA

## OUR FOUR KEY PILLARS INCLUDE:

### ND AWARDS

Our prestigious awards programme offers unrivalled opportunities for students to be recognised and recruited by design industry experts.

### ND EDUCATES

A programme of inspiring talks, workshops, and expert advice from leading professionals aimed at preparing graduates for employment.

### ND CONNECTS

Connecting the graduating class of 2024 with design experts who are relevant to their field of work to help them find their first step in their career.

### ND FUTURES

An opportunity for University tutors to interact with design inspired A-Level and GCSE students, to promote their courses and recruit future students through our dedicated schools campaign.



## WHO IS OUR AUDIENCE?

Over and above our 2,500 graduates we have **12,000 visitors** across both weeks, and these include:

- Design Directors and Managers, independent Designers and Heads of Studio
- Heads of Retail and Buying from leading retailers across the Country
- Heads of HR, Talent Acquisition
- University course leaders, tutors, university students, high-school students (15–18-year-old's)
- A design interested creative public

## WHAT IS OUR REACH?

- Over 50 pieces of coverage with a reach of over 2.8M.
- We secured high quality coverage including Sky News, The Times, Fabric Magazine, Dezeen, Design Inside, Design Week, Creative Review etc.
- 17 influencers attended with a combined reach of over 500,000



73,000  
followers



42,000  
followers



57,000  
followers



65,000  
subscribers



## WHY SUPPORT NEW DESIGNERS?

1

Support the next generation of designers and source the very best talent for your business.

2

Showcase the core values your business places on design talent by aligning with New Designers.

3

Position your brand through leveraging a significant PR and Marketing campaign across a sustained period.





## HEADLINE SPONSOR

Demonstrate your company's leadership in innovation, creativity and design. Gain hierarchy above all other event partners. Event Headline support includes a range of benefits supporting both Week 1 and Week 2 of the event, alongside a significant and sustained marketing and PR campaign.

Some of the key-benefits include:

- A comprehensive marketing & PR campaign, including a lock-up logo with New Designers.
- An outdoor advertising campaign featuring your lock-up logo across key London sites.
- A sponsored article piece with social boosting across platforms to reach significant audience potential.
- Strong association with supporting the next generation of creatives, including an award in each week.
- The opportunity for a prime space within the venue for a brand activation across both weeks.

INVESTMENT: £100,000 + VAT

# OTHER SPONSORSHIP OPPORTUNITIES

## ND AWARD SPONSOR

Supporting an ND Award allows you to engage with our graduate designers and cherry pick the very best talents prior to anyone else **with an exclusive 'preview' in each week. This is great for talent** sourcing the very best for work placements, internships and collaboration.

In addition, a comprehensive package of benefits including strong association and branding, naming rights, thought leadership, hospitality and more.

Many brands have supported year on year, such as Habitat, Hallmark, Anglepoise, Joseph Joseph etc. evidence of the ROI they can achieve from it.

**INVESTMENT: £7,950 + VAT**



## ND EDUCATES SPONSOR

Support one of our key pillars, such as ND Educates, our programme of inspiring talks, workshops and practical advice from leading professionals in the design industry aimed to prepare graduates for employment.

The potential to feature significantly through the programme as well as exclusive branding with this pillar - in the talk's theatre and across the venue.

We can also support on strong content through our channels tailor **to your needs. There's the potential to align across both weeks of** New Designers.

**INVESTMENT: FROM £10,000 + VAT**





# OTHER SPONSORSHIP OPPORTUNITIES

## TAILORED OPPORTUNITIES

We can tailor an opportunity to support your key objectives, **whether it's raising your profile and** increasing awareness, or aligning with one of our key pillars, such as ND Futures or a content area, such as ND Selects, which is our showcase of designers 1-3 year in-to their career.

We can launch a competition that could culminate in a pop-up at event and much more.

Please inquire for further details on how best to activate at New Designers 2024.



“We are proud to partner with New Designers, the UK’s most important exhibition for emerging design. Working with New Designers to build on our commitment to support emerging design talent.”



Design Director, Habitat



# NEW DESIGNERS 23 HIGHLIGHTS, WEEK 1



Photo credits, Sam Frost, New Designers 2023




# NEW DESIGNERS 23 HIGHLIGHTS, WEEK 2



Photo credits, Sam Frost, New Designers 2023





To discuss your options for  
supporting New Designers  
2024, please contact:

Ethan Isaac  
Design Partnerships  
E: [ethan.isaac@immediate.co.uk](mailto:ethan.isaac@immediate.co.uk)  
T: 0207 150 5877