

NYF International Advertising Awards: 2012 Executive Jury appointments

NEW YORK, US: [New York Festivals International Advertising Awards](#) has announced the appointments of the first round of the 2012 [Executive Jury](#). For the second year in a row, NYF will assemble the "dream team," an elite group of worldwide creative officers to select the World's Best Advertising.



The NYF Executive Jury convenes in New York City 28 April through 2 May 2, concluding with the New York Show awards presentation on Thursday, 3 May 2012. Additional Executive Jury appointments are forthcoming.

The first round of Executive Jury members includes:

- Pete Favat, chief creative officer, Arnold Worldwide USA
- Lee Garfinkel, chief creative officer global brands, Euro RSCG USA
- Tony Granger, global chief creative officer, Y&R New York
- Prasoon Joshi, global creative head, McCann Worldwide India
- James McGrath, chief creative officer, Clemenger BBDO Australia
- Ben Priest, co-founding partner, Adam & Eve UK
- Erik Vervroegen, international creative director, Publicis Worldwide France
- Jean-Remy von Matt, founder/chairman, Jung von Matt Germany

In 2011, for first time in the history of the advertising competition, New York Festivals gathered an impressive group of Worldwide Chief Creative Officers from the world's top ad agencies to participate on the live [Executive Jury](#). The Executive Jury was moderated by Donald Gunn, founder of the [The Gunn Report](#). This year, Gunn will reprise his role as moderator, and will be joined by Michael Conrad, President of the [Berlin School of Creative Leadership](#).

The Executive Jury evaluates every shortlisted entry selected by the online [Grand Jury](#). The Grand Jury comprises 300 international creative directors, perhaps making it the most diverse jury of any advertising competition in the world. They will select the ads that earn a place on the shortlist from the first two rounds of judging. During live judging sessions in New York City the Executive Jury will select the entries that earn awards from this shortlist.

"The 2012 Jury is tremendous, some of the best creative minds the industry has to offer," said Michael O'Rourke, president New York Festivals. "Assembling a jury of this calibre and creating a judging process by which the Executive Jury evaluates entries across all mediums is unique, and more importantly representative of the advertising world today. Adding Donald Gunn and Michael Conrad as jury moderators to oversee the proceedings is something that we feel will benefit the industry immensely."

The New York Show, NYF's 2-day series of events, begins on 2 May and will feature creative panel discussions, keynote speakers, networking events, the 2012 Executive Jury press conference, exhibits, and the May 3rd International Advertising Awards ceremony. All New York Show events and the 2012 awards gala will take place at the New York Public Library Beaux-Arts building located at 455 Fifth Avenue, at 40th Street in New York City.

This year, New York Festivals International Advertising Awards streamlined the competition for efficiency, resulting in a 43% reduction in categories across all competitions. The competition receives entries from 70 countries and recognises work in all media in the following [competitions](#): Art/Technique + Technology, Avant-Garde, Collateral, Commercials, Design, Interactive, Hispanic USA Advertising, Integrated Mixed Media, Marketing Effectiveness, New Commercial Director of the Year, Outdoor/Out of Home, Print, Public Relations/Brand Communications, Public Service Announcements, and Student.

The NYF International Advertising Awards early discount deadline was 16 December, and the final deadline is 27 January 2012. For more information, or to enter go to: <http://www.newyorkfestivals.com/main.php?p=2,10>

All winning entries in the New York Festivals International Advertising Awards competition will be featured at: www.newyorkfestivals.com.

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