

NYF Advertising Awards reveals 2018 award-winners

The 2018 award-winners of the New York Festivals International Advertising Awards competition was announced at the New York Show gala held on 17 May at the renowned Jazz at Lincoln Center's Frederick P. Rose Hall in New York City.



Best of Show award winner for 'Fearless Girl', McCann New York. Image supplied.

The annual event was hosted by actress and TV personality, Debi Mazar and kicked off with a cocktail reception followed by the awards ceremony and an after-party to honour trophy-winners. The spotlight was on the 2018 award-winners as they celebrated with advertising creatives, executive/grand jury members, press and guests from around the globe.

The 2018 executive jury of global and chief creative officers, in addition to NYF's Film Craft executive jury, comprised of some of the most creative, technically advanced filmmakers in the industry today, selected the World's Best Advertising award winners from the shortlist chosen by the NYF's 300+ grand jury members. The combined 2018 executive juries deliberated and awarded Best of Show, 9 prestigious Grand Prize Awards, 76 First Prize Awards, 111 Second Prize Awards, and 216 Third Prize Awards. For a complete list of the 2018 award-winners, please click [here](#).

Symbol of female empowerment

The coveted 2018 Best of Show Award was awarded to "Fearless Girl" McCann New York for client State Street Global Advisors' She fund: an investment fund for companies with more women in leadership. The statue of a fearless young girl standing up to Wall Street's Charging Bull became a symbol of female empowerment, the icon of International Women's Day, a piece of city art, and a social media phenomenon. People across the world emulated her stance as an expression of personal empowerment. "Fearless Girl" was in the winner's circle taking home 3 Grand Trophies and an impressive 9 First Prize Awards.

“We are thrilled that ‘Fearless Girl’ had caught the world's attention and that gender diversity in the corporate world had a visible champion,” said Devika Bulchandani, president of McCann New York. “To be recognised by your peers for the continued impact she is having with the Best of Show honours is exhilarating and humbling.”

Procter & Gamble Corporation, the American multi-national consumer goods corporation was recognised with the New York Festivals 2018 Brand of the Year Award for their commitment to creativity and innovation. Saatchi & Saatchi New York’s “It’s a Tide Ad Campaign,” for client Procter & Gamble, earned 2 distinguished Grand Awards and 4 First Prize Awards.

Huge impact on culture

McCann Worldgroup was in the spotlight; the network was honoured with the title of 2018 Network of the Year. The prestigious award is presented to the agency network that achieves the most awards and produces the finest calibre of work. The network earned, along with 2018 Best of Show and 3 Grand Awards, a staggering 18 First Prize Awards, 19 Second Prize Awards, 21 Third Prize Awards, and 96 Finalist Certificates.

“We can’t thank our clients enough for partnering with us on brave ideas that end up having a huge impact on culture. Winning Network of the Year is a huge honour, especially with so many other agencies and networks doing incredible things. It is a testament to the resiliency of the people of McCann Worldgroup, all around the world.” – Rob Reilly, global creative chairman, McCann Worldgroup

The Regional Agency of the Year Award is awarded to an advertising agency that earns the highest score for entries in all competitions across all mediums. The 2018 Regional Agency of the Year Awards honour the following agencies: Europe – Jung von Matt, Germany; North America – McCann New York; South American – AlmapBBDO Publicidade e Comunicação LTDA, Brazil; Mena – FP7 Egypt and Asia Pacific – Cheil, Hong Kong.

Strengthening the non-networked-agencies

The Independent Agency of the Year, based on total points earned, is given to the non-networked agency that obtains the highest score for entries in all competitions across all mediums, irrespective of whether these have been entered by the agency or another party. Jung von Matt, Germany is the 2018 Independent Agency of the Year.

“It is a big honour for Jung von Matt to win the prize of Independent Agency of the Year of the New York Festivals and we welcome this in particular as it strengthens again the non-networked-agencies. In addition, we are very delighted, that it is a joint achievement of various Jung von Matt agencies in various locations for different clients,” said Doerte Spengler-Aherns, Chief Creative Officer, Jung Von Matt /Saga Germany.

The Film Production Company of the Year Award is based on total points scored, irrespective of whether these have been entered by the production company, advertising agency, or another third party. The 2018 Film Production Company of the Year Award goes to Rattling Stick for their award-winning work for Saatchi & Saatchi New York’s “It’s A Tide Ad Campaign”.

Collaborative efforts

“It’s an honour to be recognised by New York Festivals as Production Company of the Year for ‘It’s a Tide Ad’. On behalf of Rattling Stick and Traktor, a huge thanks to Saatchi NY and P&G for the opportunity and collaborative efforts that created a transcendent campaign. Every day we strive to elevate the ideas that come our way and it’s truly special when all of the components come together as perfectly as they did for Tide,” said Jeff Shupe, executive producer, Rattling Stick, Santa Monica & London.

New York Festivals honoured two of New York City’s iconic theatre organisations, The Broadway League and the American Theatre Wing with the New York Festivals Lifetime Achievement Award. Their commitment to fostering awareness of the theatre industry and their co-sponsorship of the Tony Awards, theatre’s highest honour, make them deserving recipients of this distinguished award. Heather Hitchens, President & CEO of the American Theatre Wing and Charlotte St. Martin, President of the Broadway League accepted.

The 2018 Executive Jury awarded the following prominent agencies with Grand Awards for their exceptional entries:

- **Activation and engagement:** McCann New York, USA “Fearless Girl” State Street Global Advisors.
- **Avant-garde:** McCann New York, USA “Fearless Girl” State Street Global Advisors.
- **Direct and collateral:** FF Paris, France “Libe des refugees” Libération.
- **Film – cinema/online/TV:** Saatchi & Saatchi New York, USA “It’s a Tide Ad Campaign” Procter & Gamble - Tide.
- **Integrated:** Colenso BBDO Auckland, New Zealand, “The Child Replacement Programme” Mars / Pedigree.
- **Media:** Saatchi & Saatchi New York, USA “It’s a Tide Ad Campaign” Procter & Gamble – Tide.
- **Outdoor/out of home marketing:** McCann New York, USA “Fearless Girl” State Street Global Advisors.
- **Print:** Akestam Holst NOA Stockholm, Sweden “Ikea Pee Ad” Ikea Sweden.
- **Public service announcements/communications:** FF Paris, France “Libe des refugees” Libération.

New York Festivals, in partnership with the United Nations Department of Public Information, appoints a UN panel to select public service work that exemplifies the aims and ideals of the United Nations. The 2018 UNDPPI jury honoured the following entries: Jung von Matt AG Germany “The Gender Pay Gap Experiment” for Terre Des Femmes earned the UNDPPI First Prize Award; Kolle Rebbe GmbH Germany “Misereor Micro Meals” for Bisch fliches Hilfswerk Misereor e. V. was awarded the UNDPPI Second Prize Award; and Grey Germany “Open your eyes” for Terre Des Femmes was honoured with the UNDPPI Third Prize Award.

To view a showcase of the 2018 New York Festivals World’s Best Advertising trophy-winning entries please click [here](#).

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