

SA among NYF's 2011 International Advertising Awards grand jury

NEW YORK, US: New York Festivals [International Advertising Awards](#) has announced its [grand jury](#), representing 300 of the most respected and innovative minds in advertising and marketing from 50 countries worldwide ensuring diversity and unequalled fairness, according to the organisers. South Africa has seven representatives.



This jury comprises chief creative officers, executive creative directors, creative directors, art directors, writers, directors, producers, and marketing/PR professionals plays a pivotal role in selecting The World's Best Advertising.

South African Grand Jury members

- Clinton Bridgeford, Y&R Cape Town, executive creative director;
- Grant DeSouza, Blue Panther Films, film director;
- Darren Kilfoil, The Jupiter Drawing Room, copywriter;
- Gareth Lessing, DDB, executive creative director;
- Vuyani Plata, The Jupiter Drawing Room, creative group head;
- Jeana Theron, Bouffant, film director;
- Liam Wielopolski, Y&R South Africa, executive creative director.

Using what is claimed to be NYF's unique online judging platform, the Grand Jury will determine the entries that receive Finalists status and move on to the medallist round. Trophies winners will be selected by the live [Executive Jury](#) in New York City 1-4 May.

"We're honoured to have these prominent creative people participate on the 2011 Grand Jury. All were selected by their peers, the judges from last year's panel. Their stellar reputations in the advertising industry and award-winning creative talent ensure that all the entries are given the utmost professional consideration," said Michael Demetriades, executive director of New York Festivals International Advertising Awards.

To view the complete list of the 2011 International Advertising Awards Grand Jury including photos click [here](#).

The 2011 Executive Jury, consisting of 36 chief creative officers, will convene 1-5 May in New York City to select trophy winners from the shortlisted entries selected by the Grand Jury. Donald Gunn, founder of *The Gunn Report*, will moderate the Executive Jury.

The 2011 NYF International Advertising Awards will take place on May 4th and 5th at the [Skylight West](#) in New York City. This two-day celebration will feature keynote speakers, including one by Keith Reinhard, chairman emeritus of Omnicom, creative panel discussions, screenings, and gallery exhibits as well as the presentation of the NYF Lifetime Achievement Award to Keith Reinhard and a Living Legend Award to Bob Giraldi, film director and Bob Carr, film editor.

The NYF International Advertising Awards competition receives entries from 70 countries and recognises work in all media in the following [competitions](#): Art/Technique + Technology, Avant-Garde, Collateral, Design, Digital & Interactive, Hispanic USA Advertising, Marketing Effectiveness, Mixed Media, Outdoor, Print, Public Relations/Brand Communications, Public Service Announcements, Radio, Student, and Television/Cinema.

All NYF winning work will be featured at www.newyorkfestivals.com and promoted by our network of representatives in 75 countries. For more information or to order tickets click [here](#).

AdVantage, one of SA's leading B2B magazine for the advertising industry, represents the awards in South Africa while Bizcommunity.com, SA's leading B2B website, is online partner to the magazine in encouraging participation from the local industry, and building awareness.

For more on the awards, or to enter, go to www.newyorkfestivals.com, www.InternationalAwardsGroup.com and follow [@NewYorkFestival](#) on Twitter. For more about *AdVantage* magazine, go to <https://www.bizcommunity.com/advantage> and follow [@AdVantagemag](#) on Twitter.

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