

Clio Awards 2006 jury members announced

CLIO NEW YORK, USA -- The international Clio Awards and Festival, a leading global awards competition recognising excellence in advertising and design, has announced the complete list of 2006 jury members for its prestigious Content & Contact and Design categories.

CLIO A highlight of the annual Clio Awards and Festival, the Content & Contact (C&C) category recognises breakout work at the crossroads of creative and media. Established three years ago as the industry's first awards category addressing this dynamic new ad environment, the C&C category examines advertising that engages in open, co-created conversations with today's empowered consumers and utilizes new ways to entertain and inform. These executions reach well beyond TV and print ads to embrace an array of new contact points, including gaming, branded entertainment, mobile marketing, blogs and more.

Content & Contact jury

The 2006 Clio Content & Contact category is led by jury chairman Paul Woolmington, founding partner of Naked Communications, New York. Woolmington was on the founding C&C jury in 2003, and one of the first media executives to serve as a Clio juror. The other C&C jury members are Guy Seese, creative director, Goodby, Silverstein & Partners in San Francisco, California; Rodrigo Figueroa Reyes, president/executive creative director, FiRe Advertainment in Buenos Aires, Argentina; Richard Beaven, executive vice president/managing director, MediaVest USA in New York, and Robert Rasmussen, creative director, JWT in New York.

"Now in its third year, C&C continues to set the bar, highlighting the convergence of creative and media and recognizing the original, pioneering way it's pushing the industry forward," said Ami Brophy, executive director, Clio Awards. "This jury of leading media strategists and creatives will in essence be awarding the work that represents the future of advertising."

Clio design jury

The Clio Design jury is responsible for reviewing award entries encompassing all aspects of brand identity, from brochures to corporate identities, package design to self-promotion and environmental design.

Serving as chairman of the 2006 Clio Design jury is Brian Collins, senior partner/executive creative director for the Brand Integration Group at Ogilvy & Mather, New York and Los Angeles. Other members include Laurie Rosenwald, president, Rosenworld.com, New York; Martin Venezky, senior designer, Appetite Engineers in Los Angeles, California; Garrick Hamm, creative director, Williams Murray Hamm Ltd., London, United Kingdom and Deborah Adler, senior designer, Milton Glaser Inc., New York.

"Design is one of the most challenging Clio categories, as winning work must articulate ways to effectively convey a brand concept across all forms of media," said Brophy. "The diverse background and experience of our prominent Design jury members reflects the entire design spectrum, and this makes them ideally suited to judge creative excellence in the category."

The 47th international Clio Awards Festival will be held May 13-16, 2006, in South Beach, Miami, Florida, USA. Events include the opening night Hall of Fame reception, the Lifetime Achievement Award presentation, creative workshops and seminars, two awards galas and screenings of the Clio TV Shortlist.

The Clio Awards, www.clioawards.com are the world's most recognized international advertising awards competition. Founded in 1959 to celebrate creative excellence and innovation in advertising, the Clios inspire and pay tribute to one of the most interesting and influential art forms in modern culture. Known for its world-class juries made up of more than 130 experts from 40 countries, the Clio Awards focus on creative work in the fields of advertising and design, specifically in the areas of TV, Print, Outdoor, Radio, Content & Contact, Integrated Campaign, Innovative Media, Internet, Design and student work. The Clios also serve the global design and advertising communities through its annual conference, festival, publication, newsletter, and screenings of winning work.

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