

# Three more Eurobest jury presidents announced

HAMBURG, GERMANY: Eurobest, reputedly Europe's premier creative advertising and communications awards, has announced three more jury presidents.



Jonathan Harries, worldwide chief creative officer of Draftfcb, will lead the Direct and Promo & Activation Jury. Jonathan is responsible for implementing Draftfcb's fully integrated creative model at its offices around the world.

As Jonathan likes to point out, "there is no new media and old media. Only right media and wrong media".

Nikki Mendonca, president of OMD EMEA since 2007, will chair the Media Jury. OMD EMEA now invests more than US\$15 billion (about R107 billion) across all media platforms through over 60 offices and is responsible for leading the communications strategy and implementation for world class corporations including McDonald's, PepsiCo, Vodafone and Renault/Nissan.

"I am delighted to be president of the Media jury at this year's Eurobest Festival. I think awarding great work is such an important part of setting industry benchmarks and it's very motivating to agencies and individuals to feel they are setting the standard in such a competitive and volatile marketing ecosystem. Post recession, media creativity and innovation is more important than ever before as it remains a critical part of how we differentiate a brand's product and/or service in a very cluttered, over supplied world," said Nikki.

Multi-award winner Filip Nilsson, executive creative director of Forsman & Bodenfors, is named as the Craft Jury president. Under his leadership, F&B has been the leading Scandinavian agency for 15 years and came third in the 2010 Cannes Lions Independent Agency of the Year ranking. Their list of clients includes many Swedish icons such as IKEA, Volvo and Swedish Television amongst others.

Commenting on his appointment, Filip said, "The communication landscape becomes more complex every day. Brilliant craft has a unique ability to cut through all that complexity and therefore it has never been more relevant. I can't wait to start judging."

Philip Thomas, CEO of Cannes Lions, organisers of Eurobest, remarked, "Jonathan, Nikki and Filip are world class, highly respected and very influential. It's fantastic to have them onboard at Eurobest leading the judging process."

Now in its 23rd year, the Eurobest Awards form part of the Eurobest Festival, which takes place at the Handelskammer in

Hamburg on 7-8 December 2010, providing two days of inspiration, debate, learning and networking. Attendees can view all the entries that will be judged during the two-day festival, as well as attend a rich programme of seminars and workshops addressing current issues of the industry in Europe. Delegates registering before 1 November can enjoy an early bird discount. For full information on how to submit entries or attend the Eurobest Festival, please go to [www.eurobest.com](http://www.eurobest.com).

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