

NYF International Advertising Awards: 2013 shortlist

NEW YORK, US: [New York Festivals International Advertising Awards](#) for World's Best Advertising has announced the 2013 Shortlist for a number of its competitions.



These are: Avant-Garde, Branded Entertainment, Craft, Creative Marketing Effectiveness, Design, Digital, Direct & Collateral, Film, Integrated, Outdoor, Print, Public & Media Relations, Public Service, Radio and Student. To view a PDF of this year's Shortlist click [here](#). To view the complete 2013 International Advertising Awards Shortlist showcase, please visit: <http://advertising.newyorkfestivals.com/winners/>.

The International Advertising Awards competition received entries from 62 countries around the globe and expanded their global footprint with the addition of new countries into the submission mix, including Mozambique. The United States took the lead with 190 entries Shortlisted, followed by Germany with 184, Australia with 94 and Sweden with 78. In summary, the following global regions had entries achieve Shortlist status: North America - 221; Latin America - 116; Western Europe - 443 Eastern Europe - 17; Asia/Asia Pacific - 207; and Middle East/Africa - 49.

NYF's [Grand Jury](#) determined the Shortlist through two rounds of online judging. The Grand Jury is composed of 357 of the most respected and award-winning chief creative officers, executive creative directors, and industry professionals from around the globe. Shortlisted entries move on to the live [Executive Jury](#). This year marks the third year the Executive Jury, an elite group of worldwide chief creative officers, will convene in New York City 27 April - 1 May, and through 4 rounds of judging they choose the World's Best Advertising, selecting all levels of awards including the World's Best Idea.

Cheyfitz to moderate Executive Jury

Kirk Cheyfitz, Global CEO of Story Worldwide, will moderate the 2013 Executive Jury and guide the proceedings of the largest gathering of worldwide chief creative officers ever to judge an advertising competition. Unlike other competitions, the NYFA Executive Jury does not elect a chairman or president - all members are of equal status.

The 2013 International Advertising Awards winning entries will be announced at the [New York Show](#) awards presentation on Thursday, May 2nd, 2013. The New York Show, a two-day series of creative events, will take place at the landmark New York Public Library's Beaux-Arts building, located at 455 Fifth Avenue, at 42nd Street in New York City. Festivities will be held on Wednesday and Thursday, 1-2b May, and includes the Executive Jury Press Conference, keynote speakers, creative panel discussions, networking events, and exhibits of the Shortlisted work. Thursday evening features the 2013 New York Show awards ceremony and after-party to honour the winners in true New York style.

To purchase tickets for the New York Show please [click here](#).

Ticket prices for the 2013 New York Show: Full Access Pass to all events, including panel sessions, screenings and awards show - US\$250; Award Ceremony - US\$100; Executive Jury Press Conference and individual panel sessions - US\$30 per session.

For more, visit: <https://www.bizcommunity.com>