

NYF 2013 International Advertising Awards restructures competitions, categories

NEW YORK, US: New York Festivals International Advertising Awards, honouring the "World's Best Advertising," has announced a total restructuring of the International Advertising Awards competitions and categories. There will be 14 competitions designed to reflect the current work being produced globally, giving the awards show the most relevant parameters to measure creative communications.



The restructuring reflects trends in the constantly evolving advertising communications industry, and the roster includes the following new competitions: Branded Entertainment, Creative Marketing Effectiveness, and Digital.

Branded Entertainment addresses the trend of connecting the consumer and brand through emotions and new technology, concentrating on campaigns that entertain and engage the viewer through original content and experiences. Categories within this competition include Digital Media, Events, Gaming, Sponsorship Integration, User-Generated Content, among others.

The emphasis is on...

The Creative Marketing Effectiveness competition stresses the achievement of specific marketing goals and objectives through creative execution and strategic planning. Entries in this competition will be scored on a 4-tiered matrix: Results & Effectiveness: 30%, Idea: 25%, Execution: 25%, and Challenge, Strategy, & Objectives: 20%.

Digital encompasses all things new media...new standards, new techniques and new ideas. Categories include Websites and Microsites, Banners and Rich Media, Viral, Integrated Campaigns, and Interactive Applications, to name a few.

"The advertising industry is constantly evolving. If we want to represent the best in the industry truly, we must evolve with it. We worked with members of our 2012 Executive Jury and other industry thought leaders to restructure the New York Festivals International Advertising Awards to represent the current state of creative communications more accurately," commented Michael O'Rourke, president, International Awards Group.

The Complete 2013 NYF International Advertising Awards Competition Roster:

- Avant-garde
- Branded Entertainment
- Creative Marketing Effectiveness
- Design
- Digital
- Direct & Collateral
- Film
- Integrated
- Outdoor
- Print
- Public & Media Relations
- Public Service
- Radio
- Student

Last year, for the second year in a row, New York Festivals assembled an elite group of Worldwide Chief Creative Officers from the world's most prominent ad agencies to participate on the live Executive Jury, moderated by Donald Gunn, the founder of the *The Gunn Report*, and Michael Conrad, president of the Berlin School of Creative Leadership. These high level creative officers gathered in one room to judge the final rounds of the NYF International Advertising Awards.

The 2013 International Advertising Awards are open for entries. Entries submitted before 16 December will receive a 10% discount on entry fees. The entry deadline is 27 January, all entries submitted after 27 January will be subject to a 15% late fee.

The 2013 New York Show, NYF's two-day series of events, will begin on 1 May and will feature creative panel discussions, keynote speakers, networking events, the 2012 Executive Jury Press Conference, exhibits, and 2 May International Advertising Awards ceremony. All New York Show events and the 2013 awards gala will take place at the New York Public Library's landmark Library Stephen A. Schwarzman building located at 455 Fifth Avenue in New York City.

All entries earning awards in the New York Festivals International Advertising Awards competition will be featured at www.newyorkfestivals.com.

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