

Bob Scarpelli named Cannes 2007 jury president

LONDON: The organisers of the Cannes Lions International Advertising Festival have announced that Bob Scarpelli, chairman and chief creative officer, DDB Worldwide will chair both the Film and Press 2007 Cannes Lions juries.



Bob Scarpelli

In his 30-year career at DDB, Scarpelli and his teams have created some of the most iconic, talked-about and awarded creative work in the world. He is such a passionate believer in "Talk Value" that he trademarked the term and made it part of the fabric of the agency.

Inspiring ideas and creative business solutions that transcend advertising to become part of popular culture are at the heart of Scarpelli's vision for his clients and for the agency. "Bob is passionate about creativity. He's a natural born leader and an enthusiastic teacher who will bring inspiration, excitement, talent and experience to these two juries" said Terry Savage, executive chairman of the festival.

Commenting on his appointment, Scarpelli said "It is an honor for DDB and for me to lead one of the most prestigious juries in our industry. I hope and expect that the work we select will be as inspiring as the Festival and the winners have been in the past to me and to our Agency."

Scarpelli started his DDB career in 1977 as a copywriter and moved up the creative ranks of the Chicago office to serve as chairman and chief creative officer. In 2000 he became DDB US chief creative officer and in 2005, he took on the role of Worldwide chief creative officer. A year later he was elevated to the additional role of chairman of DDB Worldwide and relocated to the agency's global headquarters in New York.

Under his leadership, DDB has won every advertising award available, including more Lions and Cannes Grand Prix (8) at the International Advertising Festival than any other agency network. Recent Cannes wins include the Film Grand Prix in 2000 for the Budweiser "Whassup" campaign and the 2005, 2006 Radio Grand Prix for "Real Men of Genius". In addition, DDB has been named the most awarded network in the world by Creativity and The Gunn Report.

Scarpelli was a member of the Cannes Lions Film jury in 1997 and has served as jury president and juror at many other international creative award shows. In 2004, he received the Silver Medal Award, the Chicago Advertising Federation's highest honor, for his contributions to the industry and the community.

The 54th International Advertising Festival will be held 17-23 June 2007 in Cannes, France.

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Each year, over 10 000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, discuss industry issues and network with one another. Over 25 000 ads from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative TV/cinema, print, outdoor, interactive, radio sales promotion, integrated advertising, as well as the best media and direct marketing solutions. A unique programme of high-profile seminars, workshops and keynote speakers, organised by some of the biggest names in the industry, are also presented.

For further information, please visit www.canneslions.com.

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