

2004 Cannes Jury Presidents announced

Issued by [Owlhurst Communications cc](#)

14 Nov 2003

CineMARK, official South African representative of the Cannes International Advertising Festival, in conjunction with the Cannes Lions organisers, are pleased to announce the Cannes Jury Presidents for the 2004 festival.

Robert M. Greenberg appointed 2004 Cyber Lions Jury President

Robert M. Greenberg, Chairman and Chief Creative Officer of R/GA, New York, USA, has been appointed to the role of Cyber Lions Jury President for the Cannes Lions 2004.

Greenberg, a giant in the communications field, co-founded R/GA with his brother in 1977. The company was an innovator from the outset being the first to bring together print, television commercials and feature film production under one roof. R/GA has created visual effects for 4000 television commercials and 400 feature films and has created over 900 interactive applications.

In October 2003, Greenberg was awarded the National Design Award for Communications Design from the Smithsonian Institution's Cooper-Hewitt Museum. In 2002, Greenberg was a member of the Cyber Lions jury. Festival chairman Roger Hatchuel said "his talent in encompassing all facets of advertising will be a huge benefit at a time when the big ideas often have a multi-media approach".

Piyush Pandey to be the 2004 Film, Press and Outdoor Jury President

The organisers of the Cannes Lions International Advertising Festival have announced that Piyush Pandey, Group President & National Creative Director, Ogilvy & Mather, Mumbai, India, has been appointed Jury President of the 2004 Film and Press & Outdoor juries.

Piyush was voted Asia's Creative Person of the Year in 2002, the year he was also a member of the film jury at Cannes. Winning numerous international and national awards, including 5 lions in 2003 alone, Piyush has taken O&M to the forefront of creativeness with his agency being awarded Creative Agency of the Year in India a record seven times in eight years. The Economic Times, India's largest business newspaper, declared Piyush as the most influential man in Indian advertising.

Roger Hatchuel, chairman of Cannes Lions said, "Someone of Piyush's standing and skill gives the Festival the opportunity to recognise the work and contribution that is increasingly being made throughout Asia."

Alexander Schmidt-Vogel appointed as the 2004 Media Lions Jury President

Alexander Schmidt-Vogel, Worldwide CEO of MediaCom, has been appointed to head the 2004 Cannes media jury.

Alexander Schmidt-Vogel started his career as a media trainee at Gramm & Grey in Düsseldorf in 1976. In 1980 he was appointed head of planning and in 1986 he became media director. In the year 1988, Alexander became CEO of the newly established MediaCom Germany. In 1996 he was appointed Chairman and CEO MediaCom Europe. On April 1st, 2002 he was appointed MediaCom's Worldwide CEO with offices in New York and Europe.

Besides his wide range of activities for MediaCom clients in all media areas, Alexander Schmidt-Vogel represents the agency and the media industry on numerous national and international media committees. He has served as Chairman of the Board of the German Media Agency Association (OMG) and as Chairman of the Board of the European Media Agency

Association (EAAA).

"We are delighted that Alexander will head this year's media jury. He will be the first ever-German jury president in any of the Cannes competitions. His international media experience will be a real asset in leading the jury," commented Roger Hatchuel, Festival chairman.

Howard Draft appointed 2004 Lions Direct Jury President

The organisers of the Cannes Lions International Advertising Festival are pleased to announce that Howard Draft, Chairman and CEO of Chicago-based Draft, Inc., will head the 2004 Cannes direct marketing jury.

Agency President at 31, Chairman and CEO at 34, Chief Executive Officer since 1988, Howard oversees the Draft global network and its various divisions, while also providing strategic direction for the entire network.

Howard was one of 13 original employees when the firm was founded in 1978. He rose quickly through the ranks and is acknowledged as the strategic architect responsible for the company's outstanding growth into one of the world's leading integrated marketing firms. Draft today operates in 31 countries around the world and is a fully integrated agency with expertise in direct, promotions, digital, retail, and experiential marketing, as well as strategic branding.

Howard has been recognized by Advertising Age as one of the "100 Best and Brightest" in the advertising industry, and by Target Marketing as one of "The Best, The Brightest, The Most Powerful" in the field of direct marketing. Currently, he serves as a trustee of the Direct Marketing Association's Educational Foundation.

Roger Hatchuel, chairman of Cannes Lions commented, "Howard has been a keynote speaker in Cannes on direct marketing since we introduced this competition. We are delighted that he will return again in 2004, this time as jury president."

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