

New York Festivals World's Best Advertising flying high

NEW YORK, US: The trophy-winning work from [New York Festivals International Advertising Awards](#) will be soaring at 30,000 feet as in-flight entertainment. NYF's World's Best Advertising will be showcased on international flights on 10 airlines circling the globe: Air Canada, Alaska Airlines, British Airways, Etihad Airways, Finnair, Lufthansa, Qantas Airways, Royal Jordanian, Scandinavian Airlines and Thai Airways. As in-flight entertainment the award-winning work lives on long after the winners have taken home their trophies.



The World's Best Advertising program, offered by New York Festivals as in-flight entertainment, includes some of the most innovative international television commercials of the year. The award-winning creative work was chosen at live jury sessions by the NYF [Executive Jury](#), comprising prominent global chief creative officers. This captivating selection of TV commercials entertains its viewers with ground-breaking creative concepts and commentaries by 2012's Executive Jury.

New York Festivals has also developed additional strategic content partners in an effort to provide continued global recognition for award-winning work. NYF offers Media Centers for entertainment and educational opportunities at three universities in China. Students are invited to visit the New York Festivals Media Center to view award-winning campaigns entered from agencies all over the world. And NYF's award-winners are also featured weekly on Shanghai Young Media's Advertising Figures television, generating an online audience of 40 million viewers.

The 2012 Executive Jury convened in New York City on 28 April to 1 May 2012 to select the World's Best Advertising. The Executive Jury evaluated every shortlisted entry selected by the online [Grand Jury](#), comprising 400+ international executive creative directors, making it one of the most diverse juries of any advertising competition in the world. The shortlist was generated from the first two rounds of judging; ensuring each entry achieving shortlist status was given the hands-on attention it deserved. The Executive Jury selected ads from the shortlist during five additional rounds of judging. Last year more than 330,000 votes were cast throughout the process.

For more information, or to enter the 2013 competition, [click here](#).

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