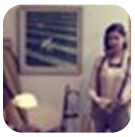
Epica announces jury president, new grands prix, categories, ad campaign

The 32nd Epica Awards today announced brand and content director of *Wallpaper** magazine, Tony Chambers as jury president, two new grand prix in resposibility and alternative media, and the competition's new advertising campaign by Wieden & Kennedy in Amsterdam.



Tony Chambers

Chambers comments on his appointment: “As someone who's passionate about design, branding and communications, I'm delighted to be able to join fellow journalists in these fields to determine who's doing the most innovative creative work right now."



Wallpaper magazine offers 20 reasons to be in SA

7 Nov 2011

In terms of the campaign, it reflects Epica’s impartial approach and unique positioning, being the only global creative prize judged by journalists.



The **Responsibility Grand Prix** will honour the best public interest work, and is supported by Act Responsible, an organisation that supports cause-related advertising. Whereas the **Alternative Media Grand Prix** will be awarded to the most original campaign in non-traditional channels such as ambient, experiential, events and stunts.

Two new categories to take note of this year: **Topical & Real Time Advertising**, covering operations that react to current

events; and the return of **World Cup Advertising**.



Winners announced for 2017 Epica Awards

17 Nov 2017

Epica's editorial director Mark Tungate comments: "As usual we're always trying to evolve with the industry, and we felt that both these grand prix were lacking: one specifically recognising creativity for good causes; and the other celebrating originality in the range of channels beyond traditional advertising.

"It will be a pleasure to present these and the other awards in Amsterdam, one of our favourite locations over the years due to its creative vitality."

He also thanked Epica's sponsors and partners: Adobe, ACT, AdForum, Euronews, Lürzer's Archive and Screen Vision Media.

Epica will hold its next jury meeting, conference and ceremony in Amsterdam from 12-15 November. For more info, go to Epica-Awards.com.

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