

# AdVantage the SA rep for NYF International Advertising Awards

NEW YORK: For the first time, the New York Festivals International Advertising Awards will have representation in South Africa: *AdVantage* magazine, SA's leading B2B magazine for the advertising industry. Bizcommunity.com will act as online partner to *AdVantage* in encouraging participation from the local industry and building awareness.



Now in its 54th year, the NYF International Advertising Awards recognises the "World's Best Advertising". Additionally, *AdVantage* will represent the AME Awards for the world's most effective advertising, Midas Awards for the world's best work in financial services communications, and The Global Awards for the world's best healthcare advertising.

## "Vital South African advertising market"

"Partnering with *AdVantage* magazine gives NYF an outstanding partner for expanding its global footprint in the vital South African advertising market," said Michael O'Rourke, president, International Awards Group.



Commented Louise Marsland, editor-in-chief of *AdVantage*: "It is an honour for our brand to be chosen by IAG to represent such prestigious industry awards in South Africa. We are very excited and look forward to building a long-term relationship with IAG to add value to

our local advertising industry."



The International Advertising Awards competition receives entries from 70 countries and recognises work in all media in the following competitions: Television/Cinema, Print, Outdoor, Digital & Interactive, Hispanic, Avant-Garde, Design, Marketing Effectiveness, Public Relations/Brand Communications, Public Service Announcements, Mixed Media, Collateral, Art/Technique + Technology, Radio, and Student Advertising.

NYF's 2011 International Advertising Awards officially opened its call for entries on Monday, 18 October 2010. Early discount deadline is Friday 17 December, and the final deadline is 28 January 2011. The 2011 International Advertising Awards Ceremony will take place in New York City on Friday, 6 May 2011.

## New competitions

In 2010, the International Advertising Awards introduced three new competitions to recognise creative excellence: Marketing Effectiveness, Public Relations/Brand Communications, and Public Service Announcements. In addition, the World Cup category has been initiated to recognise the exceptional international work promoting the 2010 World Cup Games, the world's most widely viewed sporting event. Entries for this new category may be submitted in the TV/Cinema, Radio, Print and Outdoor/Poster competitions.

Since 1990, New York Festivals International Advertising Awards and the United Nations Department of Public Information offer the opportunity for entrants to be awarded the UNDPPI Award for work that best exemplifies the ideals and goals of the United Nations.

NYF's online judging system ensures that each entry receives the proper amount of time and attention in an environment that is free from outside distractions and unsolicited opinions.

Winning entries of the 2010 New York Festivals International Advertising Awards were selected by the GrandJury of 312 senior creative directors from 56 countries, reportedly representing the largest and most diverse jury of any advertising

competition in the world. The 2011 GrandJury will be announced in the coming weeks.

## 2010 South African winners

The following South African agencies were selected by the 2010 GrandJury as NYF International Advertising Awards Medalists:

- Y&R South Africa was awarded a Gold World Medal for "Everywhere URL" for client Land Rover in Print;
- Y&R South Africa also received a Silver World Medal for "Onions/Cigarettes/Fish" for Ecomist Air Sanitizers in Outdoor;
- The Jupiter Drawing Room South Africa was awarded a Silver for "CNA Famous People Campaign" for CNA Stores in Outdoor; and
- King James Cape Town received a Silver World Medal for "Legend" for Alan Gray Limited in TV/Cinema, and the entry also received a Bronze World Medal in Art & Technique.

All winning entries are featured at [www.newyorkfestivals.com](http://www.newyorkfestivals.com) and are promoted by the NYF's network of representatives in 75 countries around the world.

For more on the awards, or to enter, go to [www.newyorkfestivals.com](http://www.newyorkfestivals.com), [www.InternationalAwardsGroup.com](http://www.InternationalAwardsGroup.com) and follow [@NewYorkFestival](https://twitter.com/NewYorkFestival) on Twitter. For more about *AdVantage* magazine, go to <https://www.bizcommunity.com/advantage> and follow [@AdVantagemag](https://twitter.com/AdVantagemag) on Twitter.



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