

# New York Festivals 2013 International Advertising Awards open for entries

NEW YORK, NY: The New York Festivals International Advertising Awards has announced its call for entries for the 2013 competition honouring the "World's Best Advertising". Based on feedback from the 2012 executive jury, NYF restructured the International Advertising Awards competitions and categories to reflect the current work being produced globally.



The International Advertising Awards competition receives entries from 70 countries and recognises work in all media in the following competitions: Avant-Garde, Branded Entertainment, Creative Marketing Effectiveness, Design, Digital, Direct & Collateral, Film, Integrated, Outdoor, Print, Public & Media Relations, Public Service, Radio and Student.

In 2012, for the second year in a row, New York Festivals assembled an elite group of worldwide chief creative officers from the world's most prominent ad agencies to participate on the live executive jury, moderated by Donald Gunn, the founder of the The Gunn Report, and Michael Conrad, president of the Berlin School of Creative Leadership. These high level creative officers gathered in one room to judge the final rounds of the NYF International Advertising Awards.

## shortlisting process

The executive jury evaluates each shortlisted entry selected by the online grand jury. The grand jury, comprised of 374 international creative directors will select the ads that earn a place on the shortlist generated from the first two rounds of judging. The executive jury will select ads from the shortlist during live judging sessions taking place in New York City, 27 April - 30 May 2013. This process ensures that each entry achieving finalist status is given the hands-on attention it deserves. The 2013 executive jury and grand jury will be announced in the coming weeks.

The 2013 New York Show, NYF's two-day series of events, will begin on 1 May, and will feature creative panel discussions, keynote speakers, networking events, the 2012 Executive Jury Press Conference, exhibits, and on 2 May, the International Advertising Awards ceremony. All New York Show events and the 2013 awards gala will take place at the New York Public Library's Beaux-Arts landmark Stephen A. Schwarzman building located at 455 Fifth Avenue in New York City.

Entries submitted before 16 December will receive a 10% discount on entry fees. The 2013 competition entry deadline is 27 January, all entries submitted after 27 January will be subject to a 15% late fee.

For more information on the 2013 competitions go to: [Rules & Regulations](#).

For more info, go to [www.newyorkfestivals.com](http://www.newyorkfestivals.com).

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