

# NYF World's Best Advertising: Second round, 2014

## Executive Jury appointments

NEW YORK CITY, US: [New York Festivals World's Best Advertising](#) announced the second round of the 2014 [Executive Jury](#) appointments.



For the fourth year in a row, the Executive Jury, a "dream team" of 30 elite worldwide chief creative officers will assemble together 25-29 April on one panel in New York City to select the World's Best Advertising across all mediums.

The second round of the 2014 Executive Jury includes:

- Mike Geiger, President & Chief Integration Officer, JWT North America, USA
- Ronald Ng, Chief Creative Officer, BBDO & Proximity Singapore, Singapore
- KV Sridhar, Chief Creative Officer India Sub Continent, Leo Burnett, India
- Luiz Sanches, Chief Creative Officer & Partner, Almap BBDO, Brazil
- Erik Vervroegen, International Creative Director, Publicis Worldwide, France

Additional Executive Jury appointments are forthcoming.

"New York Festivals two-tiered judging system puts entries through the rigor of multiple scoring rounds combining two dynamic juries," said Michael O'Rourke, President of New York Festivals. "The Executive Jury will evaluate only the Shortlist entries selected by the Grand Jury using NYF's state-of-the-art matrix judging system. With 30 international Executive Jury members evaluating entries during five rounds of judging, each entry into the competition is given the utmost attention."

The 2014 Executive Jury will evaluate every shortlisted entry selected by the online [Grand Jury](#). With over 400 jury members representing more than 75 countries, NYF has the largest and most diverse international jury in the world. This process, along with the patent pending matrix judging system, insures that each entry earning an award truly earns the title of World's Best Advertising.



(Image: Wikimedia Commons)

The 2014 New York Show will take place on 1 May and will feature creative panel discussions, keynote speakers, networking events, the awards ceremony, and an after-party to honour the winners. All New York Show events, and the 2014 awards ceremony, will be held at the New York Public Library's Beaux-Arts landmark Stephen A. Schwarzman building located at 455 Fifth Avenue in New York City.

NYF's International Advertising Awards is recognised worldwide as a touchstone for global creative excellence in advertising and marketing communications. Since 1957, NYF has received entries from over 75 countries in all media in the following competitions: Avant-Garde, Branded Entertainment, Collateral & Direct, Creative Effectiveness, Design, Digital, Film & Film Craft, Integrated, Outdoor, Print, Public Relations, Public Service, Radio, and Student.

Entries submitted before December 16th, 2013: SAVE 10% and use the code PRN2014. The 2014 competition Entry Deadline is January 31st, and all entries submitted after January 31st, 2014 will be subject to a 15% Rush Fee.

For more information on the 2014 competitions go to: [Rules & Regulations](#) or to enter go to [Log In](#).

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