

Clios looking for future gold

NEW YORK: Applications from around the world for the 2008 Clio Future Gold | Young Creative Programme are now open until 1 April 2008. The programme, with its mission to elevate and inspire up-and-coming talent in the advertising industry, is run by the 49th Annual Clio Awards a Festival, a global awards competition for advertising, design and interactive, in conjunction with ihaveanidea.

A total of 12 talented young copywriters and art directors under the age of 30 will be selected to attend the 2008 Clio Festival, 14 – 17 May 2008, in South Beach, where they will be paired into six teams and engage in a 24-hour creative challenge.

Awarded on stage

All work will be judged by a panel of world-renowned 2008 Clio Awards jury members and later presented the client before an audience of Clio Festival delegates. The winning team will be awarded on stage at the Clio Awards Gala on the evening of 16 May at the Fillmore Miami Beach at the Jackie Gleason Theater.

“Clio is committed to encouraging and rewarding the best young creatives,” says Tony Gulisano, MD, Clio Awards. “This annual challenge provides the focal point to inspire, showcase and celebrate these emergent talents.”

Finalists in recent years have included young creatives from agencies such as JWT Singapore; DDB Sydney; FHV BBDO, Amstelveen, the Netherlands; Leo Burnett Kiev, Ukraine; Rediffusion DYP, Mumbai, India; FCB Sao Paulo, Brazil, Saatchi & Saatchi New York, and others.

How it works

Qualified applicants 30 years of age or younger can visit www.ihaveanidea.org/futuregold for complete programme details and guidelines, download the recommendation form to be completed by their creative director, and digitally upload a portfolio of work. Deadline for application submission is 1 April; application fee is US\$150.

A team of experienced creatives will review all materials and select 12 applicants who represent the best talent from across the globe (two participants from each of six regions). Finalists will be notified by the Clio Awards on 11 April and arrangements made for them to receive complimentary Clio Passports granting admission to all festival events, as well as three nights of hotel accommodation.

The 2008 Clio Future Gold | Young Creatives Programme schedule is as follows:

“ 1 April: Deadline for all application submissions. 11 April: Judges determine 12 finalists, notification immediately thereafter.

13 May: Finalists arrive at the Clio Festival in South Beach.

14 May: Future Gold breakfast, teams pair up, initial programme debriefing and distribution of creative brief.

15 May: First round presentation to Clio jury members and client, feedback given, three out of six teams selected to move to the final round.

16 May: Finalists presentation to client and Clio Festival delegates, winners selected and announced at this session.

Awards presented on stage that evening at the Clio Festival Awards Gala. ”

Technology for the Clio Future Gold | Young Creatives Programme is provided by Rackspace IT Hosting and Limelight Networks.

For more information about the 49th Annual Clio Awards and Festival, go to www.clioawards.com.

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