

NYF International Advertising Awards: 2012 Shortlist

NEW YORK, US: [New York Festivals International Advertising Awards](#), honouring the World's Best Advertising, announced the 2012 Shortlist for the following 14 competitions: Art/Technique/Technology, Avant-Garde, Commercials, Collateral, Design, Integrated Mixed Media, Interactive, Hispanic, Marketing Effectiveness, Outdoor/Out of Home, Print, Public Relations, Public Service Announcements, and Student.



The [Grand Jury](#), comprised of 429 of some of the world's most respected and award-winning chief creative officers, executive creative directors, and industry professionals, selected the shortlist through two rounds of online judging. NYF's Shortlisted entries were submitted from 70 countries worldwide, and will move on to the live [Executive Jury](#) who will then determine all levels of awards: Finalist Certificate, Bronze, Silver, Gold, Grand Trophy, and "World's Best Idea". The Executive Jury, an elite group of worldwide creative officers, will convene in New York City on 28 April through to 1 May to select the World's Best Advertising through three rounds of judging.

The Executive Jury will be moderated for the second year in a row by Donald Gunn, founder of the renowned [Gunn Report](#), and will be joined by Michael Conrad, president of the [Berlin School of Creative Leadership](#). Unlike other competitions, the NYFA Executive Jury does not elect a chairman or president - all members are of equal status. Gunn and Conrad, both experienced moderators, will guide the proceedings which promises to be the world's largest gathering of worldwide chief creative officers ever to judge an advertising competition.

The New York Show is a two-day festival that begins on 2 May, and features creative panel discussions, keynote speakers, networking events, and the 2012 Executive Jury Press Conference. The show will culminate with the annual International Advertising Awards ceremony on 3 May. All New York Show events and the 2012 awards gala will take place at the landmark New York Public Library Stephen A. Schwarzman Building located at 5th Avenue and 42nd Street. For a complete schedule or to purchase tickets go to <http://www.newyorkfestivals.com/main.php?p=4,4>. Ticket prices: Full Access Pass to all events, including keynote speakers, panel sessions, screenings and award show - US\$295; Award Ceremony - US\$85.

[View the 2012 Executive Jury and Grand Jury.](#)

[For more information](#)

All award-winning entries in the 2012 New York Festivals International Advertising Awards competition will be featured at www.newyorkfestivals.com.

[View the shortlist.](#)

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