

NYF International Advertising Awards: First round of 2013 Executive Jury appointments

NEW YORK, US: [New York Festivals International Advertising Awards](#) has announced the first round of [Executive Jury](#) appointments. This is the third year that NYF will assemble the "dream team," an elite group of worldwide creative officers brought together to select the "World's Best Advertising."



"The 2013 Executive Jury represents some of the world's most innovative and creative minds in the advertising industry today, said Michael O'Rourke, president International Awards Group/New York Festivals. "Entrants to the competition have the opportunity to have their work seen by this incredible brain trust, and the unique aspect of bringing together a jury of this calibre to evaluate all entries across all mediums assures that the competition is truly awarding only "The World's Best Advertising."

The NYF Executive Jury convenes in New York City 27 April through 1 May, concluding with the New York Show awards presentation on Thursday, 2 May 2013. Additional Executive Jury appointments are forthcoming.

The first round of the 2013 Executive Jury Members includes:

- Gideon Amichay, former partner & chief creative officer, Shalom Avnon Amichay Y&R Tel Aviv, Israel
- Chris Kyme, chief executive officer, Kymechow Communications, China
- Santosh Padhi, co-founder & chief creative officer, Taproot India, India
- Hugo Rodrigues, chief operating officer & chief creative officer, Publicis Brazil, Brazil
- Alexander Schill, partner & global chief creative officer, Serviceplan Group, Germany
- Shahir Zag, chief creative officer, Young & Rubicam, United Arab Emirates

The Executive Jury evaluates every shortlisted entry selected by the online [Grand Jury](#), comprised of 400 international executive creative directors, making it the most diverse jury of any advertising competition in the world. The Shortlist is generated from the first two rounds of judging. The Executive Jury will select ads from the shortlist during five additional rounds of judging. In 2012, more than 330,000 votes were cast throughout the process.

New York Festivals will host the 2013 celebration of the World's Best Advertising with The New York Show a two-day series of creative events held at the landmark New York Public Library's Beaux-Arts building located at 455 Fifth Avenue at 40th Street in New York City. Festivities will be held on Wednesday and Thursday 1-2 May 2013 and includes the Executive Jury press conference, keynote speakers, creative panel discussions, networking events, and exhibits of the Shortlisted work. Thursday evening features the 2013 New York Show awards ceremony and after-party to honour the winners in true New York style.

New York Festivals International Advertising Awards receives entries from 70 countries, recognising work 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 Announcements, Radio, and Student.

The deadline for the 2013 competition is 27 January, for more information, or to enter [click here](#).

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