

# NYF's first-ever advisory board announced

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NYF advisory board. Image supplied.

New York Festivals International Advertising Awards has announced its first-ever advisory board. This world-class panel of prominent international advertising luminaries helped pilot the competition's recent transformation.

NYF's advisory board, formed immediately after the 2018 executive jury judging sessions, pulls from a brain trust of creative leaders representing 5 continents.

"We are beyond grateful that these respected industry leaders have shared their time, experience and expertise," said Susan Glass Ruse, executive director of New York Festivals Advertising Awards. "Here at NYF, we hold the work and the individuals who create it in high regard and understand that the calibre of the competition is of utmost importance... we are committed to honouring excellence."

## Awards are important for the industry

"Like many CEOs, CMOs and CCOs, I feel there are too many award shows. It is important that we enter the award shows that matter, the ones that are relevant to our work, our industry, our clients and our customers," said Ted Lim, chief creative officer of Dentsu Singapore. "The award has to stand for something. Not glorification, but recognition of relevant, original and impactful work that delivers real and measurable results, a return on investment."

“Award shows like the NYF set the bar for the industry on what true creative looks like and show the kind of work we should aspire to make. Creating work that stands up to that bar is a sure way to know your investment will show the desired returns,” said Fede Garcia, global executive creative director for Huge.

“It is more important than ever to award creativity- not only because creativity is more needed than ever but because brands and clients need to be motivated to strive for the best work,” said Doerte Spengler-Ahrens, chief creative officer for Jung von Matt/Saga. “Awards are important for the industry the clients and the talent.”

Matt Eastwood, former global chief creative officer for JWT had this to say about awards. “I think awards are an important part of the industry. They push us to be better. They help build an individual's, or even an agency's creative reputation. And, ultimately, success at award shows helps an agency recruit the very best creative talent. Creative talent is attracted to an agency with a proven track record of outstanding creativity”

## **Representing the full spectrum of creativity**

NYF's 61 -year legacy continues to stand for honouring global excellence within the international advertising industry. By critically evaluating the entire competition, including a sweeping analysis of categories, with the guidance of the NYF advisory board's highly regarded industry thought leaders and global agency award managers the competition was able to transform.

Post-advisory board consults resulted in a robust 35% reduction of total categories, additions of exciting new categories and consolidating, ultimately providing a concise and modern category roster reflecting the innovative work produced today and representing the full spectrum of creativity in the industry.

“It's been a great experience helping to strengthen and shape the offering of the NYF with such a passionate and effective group of leaders,” said Rosie Bardales, chief executive officer and partner, BETC London. “Striving for a clearer entry process that's inviting to more agencies and for more competitive award results. Boom!”

Spengler- Aherns added, “I thought it could be helpful to exchange judging experiences with fellow jurors and the NYF Team... I was very honoured to be asked to share my opinions on judging processes and categories.”

“The Advisory Board's astute contributions and global vision of the industry will allow NYF to be much more responsive to changes within the ever-evolving advertising industry and ultimately provide a competition that continues to showcase brilliant work emanating from around the globe,” added Ruse.

### **New York Festivals Advertising Awards advisory board**

- Matt Eastwood Former Worldwide CCO, J. Walter Thompson
- Doerte Spengler-Aherns CCO, Jung von Matt/Saga
- Aricio Fortes Former CCO, DM9DDB
- Swati Bhattacharya CCO, FCB Ulka
- Mick Blore CCO South Africa and sub-Saharan Africa, McCann Worldgroup
- Robin Fitzgerald CCO, BBDO Atlanta
- Fede Garcia Global ECD, Huge
- Ted Lim CCO, Dentsu Brand Agencies APAC
- John Mescall Global ECD, McCann Worldgroup
- Rosie Bardales CCO and partner, BETC London
- Taras Wayner CCO, Saatchi & Saatchi NY
- Ronald Ng Former CCO, Digitas
- Jeff Stamp Deputy CCO, Grey Group

- Erh Ray Founder and CEO, BETC/Havas São Paulo
- Gerrit Zinke Managing Partner/Partner, thjnk Hamburg GmbH
- Mike Byrne founding partner and global CCO, Anomaly

The deadline to enter the 2019 New York Festivals Advertising Awards is 15 December 2018. For more information and to enter the 2019 competition please click [here](#).

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