

Loeries advertising jury chair announced



Prasoon Joshi, regional creative director of McCann Erickson: South Asia and South East Asia, India, has been secured as the Loerie Awards Advertising jury chair for this year.



Joshi joined McCann Erickson in early 2002 from O&M where he was handling Sprite. Coke insisted that McCann hire him purely on the strength of what they had seen on Sprite.

An MBA by qualification and a poet at heart, Prasoon found his calling in the world of advertising about a dozen odd years ago. Recognized for bringing about a paradigm shift in the Indian Advertising Industry, his work has garnered popular appeal and critical acclaim. Turning fortunes of many big brands, he is accredited with marrying "Creativity and Scale - hitherto largely considered mutually exclusive".

Awards include Gold Lions at Cannes, honours in One Show, Clio, London International, NY Fest, Ad Fest Asia, Media, Cresta and a plethora of national awards.

Prasoon's creativity finds expressions in other fields as well. A poet who had his first among three books published at the age of 17, an acclaimed lyricist (awarded as the best lyricist in 2005 for the Bollywood movie, Hum Tum) with not just blockbuster Bollywood films and chartbuster music albums to his credit, but also socially significant work for the HIV positive and women's empowerment.

The other international judge for Loeries this year, is Ken Cato, renowned Australian designer and the first recipient of an Honorary Doctorate of Design from Swinburne University in Australia. He is the international guest judge for the design category of Loeries this year.

Chairman of Cato Purnell Partners, the largest design company in the southern hemisphere, Cato's work encompasses all facets of corporate and brand management and design. He has an international reputation as a graphic designer and his work, which has won him numerous international and Australian design awards, is also represented in museums and galleries around the world.

Additional sources: http://www.breakthrough.tv/profile_detail.asp?profileID=15