

Festival of Media Awards 2010 call for entries

SPAIN: The fourth annual Festival of Media Awards will gather the global media and marketing industry to recognise the best in media thinking and communications strategy worldwide. The event, organised in association with Advertising Age is open for entries. The deadline is 28 January 2010.



Entries is be judged by a jury representing a wealth of experience in media, marketing, creativity and conte production.

Festival of Media jury

The awards is chaired by Bernhard Glock, former global media director of P&G and president of the World Federation of Advertisers.

First confirmed jurors include: Russell Buckley, VP Global Alliances, AdMob; Daniel Chalfon, partner and media director, MPM Propoganda; Chris Clarke, chief creative officer, LBi; Nigel Conway, global media director, Nestle; Barry Cupples, CEO, OMG Asia; Sue Elms, EVP Global Media Practice, Millward Brown; Malcolm Hanlon, CEO China, Zenith Media; Maarten L Albarda, VP Global Connections, Anheuser-Busch InBev; Luis Mergulhão, CEO Portugal, OmnicomMediaGroup; Nigel Morris, CEO North America, Aegis; Si Moseley, WW director, Research & Futures, Initiative; Andrea Newman, group head of advertising, group marketing, HSBC; Mike Readman, chairman, Publicis Groupe Media, MENA; Mauricio Sabogal, MD International, Initiative; Joshua Spanier, director of communication strategy, Goodby Silverstein & Partners Ruth Stubbs, President, Mediabrands Asia Pacific; Andrew Ward, vice president marketing, Etihad Airway

Entering categories include:

- Best Communication/Entertainment Platform
- Best Communications Strategy
- The Consumer Benefit Award
- The Award for Media Bravery
- Best Event/Activation
- Best Use of Content
- Best Consumer Driven Campaign
- Best Use of the Digital Landscape
- Best Use of Mobile
- Best Targeted Campaign
- Media Owner of the Year

- The Creative Use of Media Award
- Media Innovation of the Year
- The Effectiveness Award

For an explanation of each category and the judging process, go to www.festivalofmediaawards.com.

Campaign entries are accepted from all organisations involved in the creation and activation of communication strategy.

The winners of the Festival of Media Awards 2010 will be announced at the awards gala dinner, taking place on Tuesday, 20 April 2010 in Valencia, in front of an audience of senior international advertising and communication decision-makers as well as over 70 publications from 23 different countries.

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