

## Festival of Media Awards judging panel announced

SPAIN: Bernhard Glock, former global head of media for Procter & Gamble and President of the World Federation of Advertisers has been confirmed as the chairman of the jury for the 2010 Festival of Media Awards.



As the once clearly defined roles of creative and media agency become less defined and as new partners such as specialist PR companies, technical agencies, production companies or the media owners themselves increasingly become the creators of communication ideas, the Festival of Media Awards Jury aims to reflect these wider viewpoints.

The judging panel will also involve global advertisers, including Maarten Albarda, VP Global Connections for Anheuser-Busch InBev, Nigel Conway, global media director of Nestle and Andrea Newman, group head of advertising for HSBC.

Glock, now heading up his own consultancy, will chair a two stage judging process, involving over 30 jurors. First stage judging will be an online process, involving a wider jury from around the globe who will score all entries and so deliver the shortlist. A final stage jury will then meet to review the shortlist and select the award winners.

Glock said of his role, "I am delighted to have the opportunity to be involved in the judging process for the Festival of Media Awards, which have quickly established themselves as providing a globally recognised standard of recognition for the best media thinking and communication strategy from around the world."

### Confirmed jurors for the 2010 Festival of Media Awards:

- Russell Buckley, VP Global Alliances, admob
- Daniel Chalfon, Partner & 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
- Sue 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 Media
- Joshua Spanier, Director of Communication Strategy, Goodby Silverstein & Partners
- Ruth Stubbs, President, Mediabrands Asia Pacific
- Andrew Ward, VP Marketing, Etihad Airways
- Nick Wiggin, Global Head of Advertising Strategy & Partnerships, Ericsson

The Festival of Media Awards have 12 entering categories designed to recognise the most creative and effective campaigns and, uniquely for an advertising awards, two entering categories designed specifically for media owners and those companies developing innovations in media products. The deadline for all entries is 28 January 2010.

For a full list of entering, jury and voting categories, go to [www.festivalofmediaawards.com](http://www.festivalofmediaawards.com).

The winners of all the Festival of Media Awards 2010 will be announced at the Awards Gala Dinner on 20 April, the closing night of the Festival of Media in Valencia, Spain.

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