

Susan Credle announced as 2018 jury president of LIA's New and Social Influencers

The London International Awards (LIA) has announced that global chief creative officer of FCB, Susan Credle has been named jury president for the New and Social Influencers category for the 2018 Awards.



Susan Credle, global chief creative officer of FCB.

Named one of Ad Age's '100 Most Influential Women', Credle has helped shape the industry with many trailblazing ideas in her career that has spanned more than 30 years.

“The New is all about showcasing unexpected advertising ideas that highlight new roles for brands and agencies. This can be based on emerging media technologies like AR/VR/data or actions and brand experiences or ideas and supply chains in terms of being an influencer,”

Barbara Levy, president of LIA explained. “The New is what we would like to term as a petri dish for growing new advertising disciplines until they are fully mature. Susan Credle, who is one of the industry’s leading creatives and influencer, is a perfect fit as jury president.”

Ideas that don't fit in any category

Susan Credle is a firm believer of creating new paths in the industry. She told an interesting story of Albert Lasker, one of the creative founders of FCB, to illustrate her point.

“In 1916, Lasker told the California Fruit Growers Exchange that if they wanted to compete with the growers in Florida, they needed a better name. He said California oranges were sun-kissed. For trademark reasons, he spelt it Sunkist. Lasker didn't create an ad; he created a brand,”

Susan explained. “A few years later, when the orange crop exceeded all expectations, he recommended that instead of eating the oranges, Sunkist should encourage people to drink the oranges. This is the kind of thinking that makes us invaluable to our client partners. The New looks for these ideas that don't fit into any category but keep our business thriving. Who will defy categories for this year? I can't wait to see.”

#FairnessFirst: "Diversity and inclusion are the future of creativity" - Susan Credle

Leigh Andrews 28 May 2018





2018 The New and Social Influencers jury

- Susan Credle – jury president – global chief creative officer at FCB
- Leah Bazalgette, executive director at Dentsu Aegis Network Sri Lanka, Colombo
- Adrian Bosich, managing partner/creative founder at Airbag, Melbourne
- Donald Chesnut, global chief experience officer at SapientRazorfish, New York
- Waithera Kabiru, digital marketing manager at Coca-Cola Central East and West Africa, Nairobi
- Menno Kluin, chief creative officer at 360i, New York
- Nils Leonard, creative founder at Uncommon Creative Studio, London
- Andrew Reinholds, managing partner at OMD NZ, Auckland
- Taras Wayner, EVP/chief creative officer at R/GA, New York
- Rosie Yakob, co-founder/partner at Genius Steals, Nashville

The entry system is open for entries. The initial entry deadline is the 11 June.

For more information on submissions and eligibility, please click [here](#).

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