

# White Square festival announces 2023 jury

White Square, one of the largest international creativity festivals in Europe has announced its jury for 2023.



Creative and Branding Jury. Source: Supplied.

Annually agencies from more than 35 countries submit their entries and the geography of the festival participants continues to expand.

## Eight categories

The call for entries is open: participants are welcome to submit their entries online till 28 April. Entries are accepted in 205 nominations in eight categories.

The festival believes it brings a high level of judging, professional competence and impartiality in the evaluation of entries. This year, four line-ups of international jury represented by experts with worldwide recognition in the advertising industry, numerous awards and experience in judging prestigious creativity festivals around the world will evaluate the entries.

## Creative and branding

Creative and branding jury is judging creative and branding contests: film, print, radio & audio, outdoor, integrated, branded content and entertainment, creative use of media, communication design, packaging design, digital & interactive design, product design, brand environment design.

## Marketing and digital jury

## MARKETING & DIGITAL JURY

white square

International Advertising and Marketing Festival

adfest.by



**FRANCESCO NAPOLEONE**  
Executive Creative Director  
Accenture Song



**LAURIE LACOURT**  
Creative Director  
FamousGrey Brussels



**KESTREL LEE**  
Integrated solutions,  
Creative Lead  
Dentsu China,  
Growth Solutions



**JUAN PABLO VALENCIA**  
Regional Creative Advisor  
FCB Artgroup



**KYRA VON MUTIUS**  
Co-Founder  
Partners Creative Consultancy



**MISCHA SCHREUDER**  
Executive Creative Director / Creative Partner, Fitzroy



**SAADI ALKOUATLI**  
Executive Creative Director  
Webedia



**NIKOLINA POPOVIC**  
Creative Director  
Liwa Content. Driven



**ARTUR LIPORI**  
Creative Director  
Google Creative Lab



**NICOLETTA STEFANIDOU**  
Co-Founder and Creative Chief  
Officer, Tinker Tailor



**ROMAN BOKOV**  
Creative Director  
DPG



**HANNA STENWAL**  
Creative Director  
INGO Stockholm



**IOANA ENACHE**  
Social Media & Activation Creative Director  
MRM Romania



**PABLO MALDONADO**  
Executive Creative Director  
Grey Middle East



**VLADILEN SITNIKOV**  
Brand Director  
at Skillbox, Partner of GRAPE Creative Agency



**ELOI ASSELINE**  
CEO  
Weber Shandwick Paris



**TOMOKO KANEZAKI**  
Managing Director / Executive Creative Director, Dentsu Tokyo



**YOSU ARANGUENA**  
Founding Partner and CEO  
Made Group



**LUITGARD HAGL**  
Executive Creative Director & Managing Director  
Jung von Matt LIMMAT

Marketing and digital jury is judging marketing effectiveness, marketing services, digital and media contests, marketing effectiveness, brand experience and activation, PR, direct, campaigns, sectors, innovations, creativity driven transformation, digital, mobile, social and influencer, creative data, channels, excellence in media and media campaigns.

## Craft jury

## CRAFT JURY

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**ALEX TEODORESCU**  
Executive Producer  
Saga Film



**DIEGO LAUTON**  
Creative Director  
Ogilvy Social.Lab Amsterdam



**ANDY VENTURA**  
Independent  
Creative Director



**JASON BURAYAG**  
Senior Creative Director  
Socialize / We Are Social Dubai



**MARIA FRIDMAN**  
Art Director  
Garbergs



**JAVIER LOURENÇO**  
Director, Owner  
Flamboyant Paradise



**MOTHEO MOENG**  
Cinematographer  
Exposure Crew



**CRISTIAN CHÁVEZ**  
Creative Director  
Inbrax



**MIKE AWAD**  
Freelance  
Creative Director



**CHRISTIAN GOSCH**  
Founder & Creative Director  
Studio Spezial



**BEATRIZ JEREZ**  
Creative Director  
Bungalow25



**MANAL NAJI**  
Senior Creative Director  
Leo Burnett



**RENATA MURATOVA**  
Creative Group Head  
Gforce/Grey



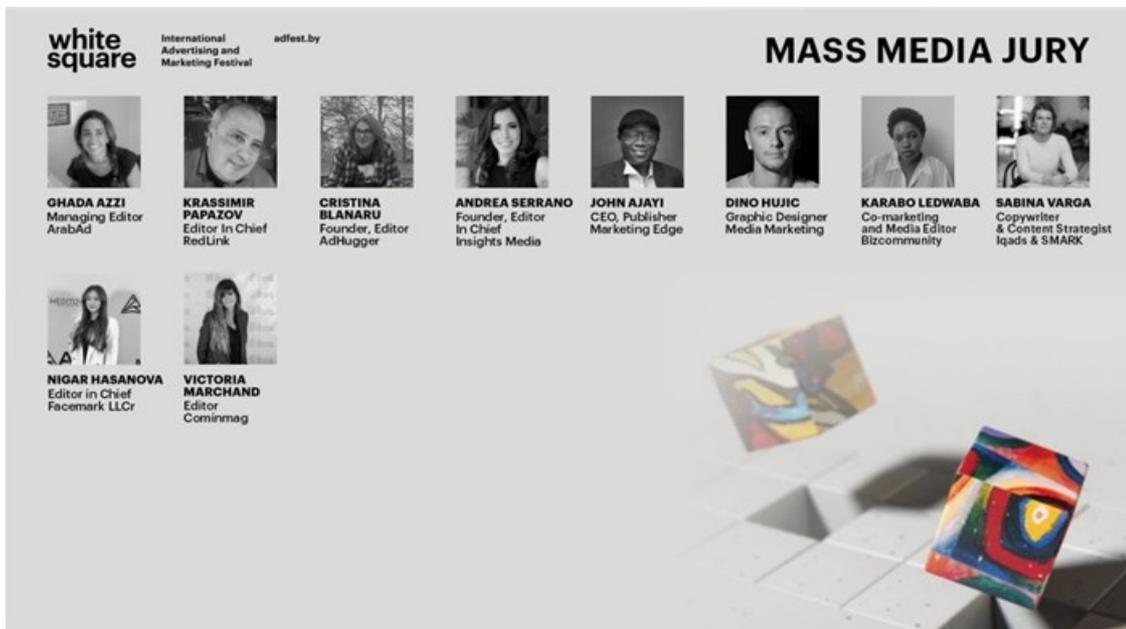
**ROBERTO BATTAGLIA**  
Founder / Executive Creative Director  
Gitto Battaglia\_22



**MICHAEL WILK**  
Global Head of Art  
Serviceplan Group

Craft jury is judging Craft contest: film craft, print and outdoor craft, excellence in radio and audio.

## Mass Media jury



Mass Media J=jury is judging the Mass Media contest: communication, digital and mobile, reach, integrated campaigns, change for good brands, change for good nonprofit, charity and government.

Changes and additions to the jury are possible.

The main judging criteria are the creative idea and its implementation.

Read their profiles [here](#).

Enter promo code BIZCOMMUNITY in the field IDEA in personal cabinet to get 10% discount on entries submission.

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