

Digital Asia Festival announces jury line-up preliminary judging gets underway

BEIJING, CHINA: With just over four weeks until the Digital Asia Festival kicks off, the organisers have announced that over 600 entries from 14 countries have been received into the 2012 awards.



Preliminary judging has commenced ahead of the Festival with 25 jurors, 12 of which will head for the final stage at the Grand Millennium Hotel in Beijing to judge Media and Sector entries into categories which include Mobile, Viral Advertising, Media Innovation, Best Use of Social Media, Gaming, Online PR, Travel/Entertainment & Leisure, Financial Services and Corporate Information. The judging criteria will be based on Strategy, Creativity & Innovation, Execution & Results.

The jury will be led by Matias Palm-Jensen, European chief innovation officer, McCann Erickson. Making up this year's jury are:

Preliminary and final stage judging in Beijing:

Amy Chen, director of Digital Marketing, Coca-Cola, China

Benjamin Condit, digital partner, Mindshare, China

Manny Fernando, president, Megamobile, The Philippines

Andrew Knott, vice president Digital, McDonald's APMEA, Singapore

Matthew Lumb, Brand Building Integrated Communication, Asia, P&G, Asia

Ryuji Mitsuishi Banderas, director of Digital Strategy, Beacon/Leo Burnett Tokyo, Japan

Rudi Ramin, Platform Lead Asia, Kraft Foods Asia Pacific

Patrick Rona, president of Tribal DDB APAC and Chief Digital Officer of DDB Group Asia Pacific, DDB, Asia Pacific

Sandipan Roy, regional strategy director, Isobar Asia Pacific, China

Lee Smith, chief executive officer Platforms and president, Annalect, Omnicom Media Group APAC, Singapore

Susana Tsui, vice president, OgilvyOne Worldwide, Asia, Hong Kong

Preliminary judging:

Melissa Bell, marketing director, Volkswagen Group, China

KiKi Chen, managing director, MediaLand Digital Strategy, Taiwan

Valerie Cheng, executive creative director, JWT, Singapore

Joel Clement, regional creative director Asia, Saatchi & Saatchi, Thailand

Damien Cummings, regional marketing director, Digital & Social Media, Samsung Asia, Singapore

Christer Eriksson, regional planning director, R/GA, Asia Pacific

James Hacking, vice president, Blue Current, Hong Kong

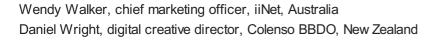
Navin Kansal, group creative director, Grey Digital, China

Seong Ng Heok, executive creative director, EuroRSCG, Malaysia

Yoo-Shin Lee, creative director, Cheil Worldwide, Korea

Leigh Reyes, president & chief executive officer, Lowe + Partners, The Philippines

Olly Taylor, chief strategy officer, Host, Australia



Commenting on the appointment of this year's jurors, Myriam Coupard, festival director of the Digital Asia Festival, says, "The digital communications field is one that is fast-paced and working across multiple platforms from social media to mobile. The 2012 jury is an incredibly strong collective of experts from this area who have the expertise to identify those entries that are forward-thinking, ground-breaking and worthy of winning a Digital Asia Award."

The two-day Festival, taking place across 7 and 8 November, will see an unmissable series of content and networking opportunities which will conclude with the Awards Ceremony, where the jury's chosen winners will be revealed and honoured on stage.

www.digitalfestivalasia.com can be visited for further details on the Festival and information on how to register to attend.

Key 2012 dates

Digital Asia Festival Dates: 7 & 8 November, Millennium Hotel, Beijing, China

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