

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

Wendy Walker, chief marketing officer, iiNet, Australia

Daniel Wright, digital creative director, Colenso BBDO, New Zealand

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

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