

NYF: 'You... Be The Judge' - SA winner takes Grand Prize

NEW YORK CITY, USA: Carl Cardinelli, Utopia, Cape Town South Africa, was the Grand Prize winner in the New York Festivals International Advertising Awards 'You... Be the Judge' contest.



(Image: Wikimedia Commons)

[New York Festivals International Advertising Awards](#), who this year received entries from 68 countries, announced the first annual ["You... Be the Judge"](#) contest [winners](#).

The contest, newly launched this year, invited advertising creatives from around the world to judge the World's Best Advertising. Creatives entering "You...Be the Judge" were offered a virtual seat at the New York Festivals Executive Jury table and the opportunity to match their skills against the 450+ international creative directors, executive creative directors, and worldwide chief creative officers who judged the 2014 entrants for the World's Best Advertising.

This year's competition winners whose picks best matched those of the official 2014 [Executive Jury](#) include: **Grand Prize Winner** - Carl Cardinelli, Utopia, Cape Town South Africa; **First Prize Winner** - Ben Polkinghorne, Colenso BBDO, Auckland New Zealand; **Second Prize Winner** - Lee Jungbok, Hongik University, Sanghadong South Korea and Emerson Braga, Revolution Brasil, Lauro de Fietas Brazil. Seven entrants earned **Third Prize** awards - Matei Curtasu, Heimat Berlin, Berlin Germany; Sunghee Park, Kyunghee University, Seoul South Korea; Jaewon Park, Hongik University, Kyunggido Suwonsi South Korea; Dasom Kim, IDAS, Prague Czech Republic; S. Deen, Island Vibes Show, Winnipeg Canada; Samuel Jaramillo, McCann Colombia, Medellin Colombia; and Eugen Suman, McCann Prague, Prague Czech Republic.

"You... Be the Judge" award-winners, besides huge bragging rights, will receive the following prizes:

- Grand Prize: Two "All Access" passes to the 2015 New York Show honouring the "World's Best Advertising" in New York City.
- First Prize: \$25 Apple App Store Gift Card & a New York Festivals T-Shirt.
- Second Prize: \$15 Apple Store Gift Card & a New York Festivals T-Shirt.

- Third Prize: \$10 Apple iTunes Gift Card.

To view the "You... Be the Judge" contest winners and scores click [here](#).

Because "You... Be the Judge" competition was such a huge success with 540 people participating; the competition will be repeated in 2015.

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