

YouTube, Art Directors Club launch second round of "Show & Tell"

NEW YORK, US: YouTube and the Art Directors Club (www.adcglobal.org) have selected the latest round of new content for the YouTube Show & Tell brand channel, and announced the next group of top agency creatives and strategists to provide written and video reviews and commentary on the work.



Launched in April 2010, YouTube Show & Tell (www.youtube.com/ytshowandtell) is a gallery-style brand channel showcasing the best marketing examples on the site. YouTube serves as the platform for Show & Tell, and ADC curates a new body of work each quarter in four categories: Viral Hits, Interactive Video, Brand Channel and Home Pages. ADC also assembles a changing panel of well-known creative and strategic experts in advertising, design and interactive to review the content, as well as sound off on industry trends and YouTube in general.

Creatives and strategists selected by ADC for the second round of YouTube Show & Tell are:

- Lincoln Bjorkman, chief creative officer, North America, Digitas, New York;
- Jacob Cohen, senior strategist, Wolff Olins, New York;
- James Cooper, senior vice president, interactive creative director, Saatchi & Saatchi, New York;
- Mehera O'Brien, creative director, AKQA, New York;
- Jon Rosen, co-founder, director, Lucky Viral Branded Content, New York;
- Ted Royer, executive creative director, Droga5, New York;
- Philip Stockton, creative director, The Barbarian Group, New York;
- Johnny Vulkan, partner, Anomaly, New York.

YouTube Show & Tell reviewers are selected based on their pioneering ideas, body of work and contributions to the industry. They represent a range of creative thinking and execution to ensure that the brand channel represents a broad cross-section of perspectives. Their printed comments are located below each entry of featured work. To watch them discuss the new work and current marketing trends, please select the Creative's Corner tab on the YouTube Show & Tell home page.

Creating a new showcase

Among the new YouTube Show & Tell content in the Viral Hits section this quarter is a spotlight on Dynamighty Design (www.dynamighty.com/), a small Brooklyn-based business that designs a range of lifestyle products including patented link-less magnetic jewellery. As a start-up with little to spend on marketing, Dynamighty invested almost exclusively in creating YouTube videos that demonstrate the uniqueness and versatility of the magnetic jewellery. The firm's first video can be viewed here at www.youtube.com/watch?v=Pf3z935R37E; for more information, [click here](#).

"It's exciting to see such a wide range of clients represented here on Show & Tell, from the world's largest marketers to small start-ups like Dynamighty," said Doug Jaeger, ADC president. "We have worked closely with YouTube to create a new showcase for how a diverse group of smart marketers and their agencies are using YouTube to effectively generate buzz, build brands and grow business."

To sign up for the ADC-YouTube Show & Tell e-newsletter and get information about how to submit work for consideration, please visit www.adcglobal.org/showandtell.

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