

# NYF: Inaugural Torch Awards Pitch Challenge 2014 Grand Winner - Team DDB Beijing

NEW YORK CITY, US: [New York Festivals](#) announced the [Torch Awards](#) Grand Winning Team at the 2014 New York Show gala held on 1 May.



Jetta, Lava Records recording artist, presented the award for the 2014 Torch Awards to DDB Beijing for their creative pitch for the non-profit [Road Recovery](#). The DDB Beijing creative team members include: Xing Yu Qiu, copywriter, Tribal Worldwide Beijing DDB China; Shi Chuan Tang, account executive, DDB Gvaon DDB China Group; and Run Dong Liu, designer, DDB Gvaon DDB China Group.

The Grand Winning Team was selected from five finalist teams chosen from entries submitted by 18-25-year-old creatives from all around the globe. The finalists convened in New York City on 30 April and worked with mentors to perfect their creative campaign pitch promoting their idea for the Road Recovery mission. Torch Award mentors were recruited from the [World's Best Advertising Executive Jury](#) of worldwide chief creative officers and executive creative directors. The teams presented their campaigns before a panel of prominent judges including New York Festivals [Executive Jury](#) members; Wright Ferguson, President of AdForum; and the founders of Road Recovery.

## The Torch Awards

The Torch Awards was created to champion young talent and invite them to compete in a creative challenge, the art of the pitch. Young creatives were encouraged to enter and review a brief outlining a marketing opportunity to assist Road Recovery and a chance to see their campaign selected to go live.

New York Festivals and the Torch Awards partnered with Road Recovery, an organisation "dedicated to helping young people battle addiction and other adversities by harnessing the influence of entertainment industry professionals who have confronted similar crises and now wish to share their experience, knowledge, and resources." To help make this campaign a reality, visit [Road Recovery](#) and click the [Donate Now](#) button to make a tax-deductible contribution. Enter the donation code "Torch2014" and 100% of the monies received will be used to bring the winning campaign to life.

For more information on the Torch Awards visit: [www.newyorkfestivals.com/torchawards](http://www.newyorkfestivals.com/torchawards). For more information on Road Recovery please visit: [www.roadrecovery.org](http://www.roadrecovery.org).