

#CannesLions2019: Lucía Ongay on starting the Gerety Awards to elevate female voices

Our roving reporter Ann Nurock talks to co-founder of the Gerety Awards, Lucía Ongay, at Cannes Lions, who shares why she thinks there's a need for a new type of creative award show that elevates new female voices.

Launched this January, entries from more than 30 countries competed for the first Gerety Awards, of which winners will be announced near the end of July.



Shortlist announced for 2019 Gerety Awards

18 Jun 2019



“ 80% of all global purchasing decisions are made by women so you would hope that advertising always has these most powerful consumers in mind. – Ongay ”



#FairnessFirst: Readdressing advertising gender equality behind-the-scenes, with the Gerety Awards

Leigh Andrews 11 Feb 2019

