

# The 5th Intercontinental Advertising CUP preparations are in full gear

ISTANBUL, TURKEY: The fifth [Intercontinental Advertising CUP](#) will be held 26 -27 January 2012, in Istanbul, Turkey. The winners from first Asia-Pacific advertising festival ADFEST, Ibero American advertising festival FIAP, Art Directors Club of Europe ADC\*E and New European Golden Drum will - as best of the best from four continents - compete for 39 beautiful steel cup trophies.



Twelve judges\*, selected from four continental festivals, will be chaired by David Guerrero, chairman and chief creative officer of BBDO Guerrero / Proximity Philippines.

Impressive Creative Summit will take place in gala hall of Ritz-Carlton Hotel.

The Program will start with GOLDEN STAGE and presentation of 12 actual golden winners from four continental competitions together with their awarded works, understandings, personal views and visions. On the Thinker's Stage Slavoj Žižek, probably the hottest and a leading popular philosopher of our time will introduce the debate of creativity in different intellectual fields.

The Creative Stars Constellation, Midnight Awards Marathon and the first worldwide premiere of The Gunn Report 2011 will follow.

The 5th CUP winners will be announced and prized with the Cup trophies at the Award Ceremony on Friday evening, 27 January 2012.

## \*The CUP Jury:

- [David Guerrero](#), chairman and chief creative officer, BBDO Guerrero / Proximity Philippines - President
- [Adrian Botan](#), regional creative officer for CEE McCann Erickson, Partner and Executive CD, McCann Erickson,

Romania

- [Michael Conrad](#), president of Berlin School of Creative Leadership, Switzerland
- [Mariusz Jan Demner](#), managing director, Demner, Merlicek & Bermann, Austria
- [Luis Miguel Messianu](#), president and chief creative officer, Alma DDB, Miami, USA
- [Antonio Montero](#), executive creative managing director, Grey Group Spain
- [Franco Moretti](#), president of Art Directors Club of Europe, Italy
- [Johannes Newrkla](#), founding member of ADC\*E, founder and CEO of Bluetango, Vienna, Austria
- [Mitja Petrovic](#), chief creative director and co-owner, Publicis Group, Ljubljana, Slovenia
- [Jose Miguel Sokoloff](#), president and chief creative officer, SSP3Lowe, Colombia
- [Takamatsu](#), founder and chief creative director, Ground, Tokyo, Japan
- [Jureeporn Thaidumrong](#), creative chairwoman, nudeJEH, Bangkok, Thailand

Visual identity of the 5th CUP was created by [Leo Burnett, Istanbul](#).

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