



PRESS RELEASE

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GLOBAL JUDGING PANEL ANNOUNCED FOR FESTIVAL OF MEDIA AWARDS

Bernhard Glock, former global head of media for Procter & Gamble and President of the World Federation of Advertisers has been confirmed as the Chairman of the Jury for the 2010 Festival of Media Awards.

As the once clearly defined roles of creative and media agency become less defined and as new partners, such as specialist PR companies, technical agencies, production companies or the media owners themselves increasingly become the creators of communication ideas, the Festival of Media Awards Jury will reflect these wider viewpoints. The Judging panel will also involve global advertisers, including Maarten Albarda, VP Global Connections for Anheuser-Busch InBev, Nigel Conway, Global Media Director of Nestle and Andrea Newman, Group Head of Advertising for HSBC. [Full list of confirmed jurors attached.]

Glock, now heading up his own consultancy, will chair a two stage judging process, involving over 30 jurors. First stage judging will be an online process, involving a wider jury from around the globe who will score all entries and so deliver the shortlist. A final stage Jury will then meet to review the shortlist and select the Award winners. Glock said of his role, "I am delighted to have the opportunity to be involved in the judging process for the Festival of Media Awards, which have quickly established themselves as providing a globally recognised standard of recognition for the best media thinking and communication strategy from around the world."

The Festival of Media Awards have 12 entering categories designed to recognise the most creative and effective campaigns and, uniquely for an advertising awards, two entering categories designed specifically for media owners and those companies developing innovations in media products. **The deadline for all entries is 28 January 2010.** For a full list of entering, jury and voting categories, please visit www.festivalofmediaawards.com.

The winners of all the Festival of Media Awards 2010 will be announced at the Awards Gala Dinner on 20 April, the closing night of the Festival of Media in Valencia, Spain.

- Ends -

Contacts:

For enquiries about the Festival of Media Awards: francesca@csquared.cc

For enquiries about the Festival of Media: festival@csquared.cc

For enquiries about Media Partnerships for the Festival of Media and the Festival of Media Awards: rachada@csquared.cc



Bernhard Glock, Media Leadership Company LLC



First confirmed Jurors for the 2010 Festival of Media Awards:

Russell Buckley, VP Global Alliances, admob
Daniel Chalfon, Partner & Media Director, MPM Propoganda
Chris Clarke, Chief Creative Officer, LBi
Nigel Conway, Global Media Director, Nestle
Barry Cupples, CEO, OMG Asia
Sue Elms, EVP Global Media Practice, Millward Brown
Malcolm Hanlon, CEO China, Zenith Media
Maarten L Albarda, VP Global Connections, Anheuser-Busch InBev
Luis Mergulhão, CEO Portugal, OmnicomMediaGroup
Nigel Morris, CEO North America, Aegis
Sue Moseley, WW Director, Research & Futures, Initiative
Andrea Newman, Group Head of Advertising, Group Marketing, HSBC
Mike Readman, Chairman, Publicis Groupe Media, MENA
Mauricio Sabogal, MD International, Initiative Media
Joshua Spanier, Director of Communication Strategy, Goodby Silverstein & Partners
Ruth Stubbs, President, Mediabrands Asia Pacific
Andrew Ward, VP Marketing, Etihad Airways
Nick Wiggin, Global Head of Advertising Strategy & Partnerships, Ericsson

About the Festival of Media Awards

The *Festival of Media Awards* were launched in response to the beginning of a new advertising era and shaped in consultation with the industry. They showcase creative and effective use of media, as well as media owner innovation. In this second year, the *Festival of Media Awards* have been further refined – with a revised list of categories and a streamlined judging process. The changes have been made in line with the ethos of the Awards and reflect the continually adapting media and marketing landscape in which we all work.

www.festivalofmediaawards.com

About The Festival of Media

Now in its fourth year, the Festival of Media is an established fixture in the global media communication and advertising calendar. The Festival comprises a two day conference with leading industry speakers, an exhibition of new media opportunities, a global awards ceremony showcasing the best creative media thinking and unrivalled networking opportunities. The Festival of Media will take place in Valencia, Spain on 18-20 April 2010.

www.festivalofmedia.com

About C Squared Communications

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication, Cream, in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half of the Group's turnover now comes from outside the UK. C Squared is the owner and organiser of The Festival of Media, launched in 2007 and referred to by some as "the Davos of the advertising industry". Other C Squared properties include M&M magazine and www.mandmglobal.com, providing news, information and analysis for the international media and marketing community and www.creamglobal.com an online innovation exchange that indexes and analyses the world's media and marketing innovations.