

Press Release

JURY CHAIR ANNOUNCED FOR FESTIVAL OF MEDIA AWARDS 2011

London 6th January 2011: Jenny Ashmore, Global Marketing Capability Officer, Mars Inc., has been announced as the Chair of the Jury for the Festival of Media Awards 2011.

Commenting on her role as the Chair of the Jury, Jenny has enthused on the important role the Festival of Media Awards play in encouraging 'best in class' media thinking: **“Media is often seen as complex and geeky, as against the sexy and glamorous area of creative. This can mean that the water cooler conversation is not about the opportunities in the new communications routes that are opening up, or even in different ways of delivering through existing channels and platforms. So I am passionate about these awards – which recognise and reward best in class work, and ensure that we all push the boundaries and learn how we can better build our businesses.”**

Other confirmed jurors include Scott Goodson, CEO of Strawberry Frog, Norm Johnston, Global Digital Leader at Mindshare, Jim Elms, Head of Global Strategy at UM, Eric Bader, Global Chief Strategy Officer at Initiative, Caroline Jungsand, Creative Director at Prime Sweden, Dan Johns, Managing Director of Ikon Communications in Australia, Colin Gottlieb, CEO of Omnicom Media Group and Sergio Valente, CEO of DDB Brazil.

Now in their 3rd year, the Awards are set to attract hundreds of entries from across the global media industry, representing campaigns that celebrate the very best in media thinking.

There are 16 categories with a number of new and refreshed categories for 2011. Designed to ensure that the Festival of Media Global Awards continues to celebrate the most innovative and creative media strategies, three new Awards

categories have been added to the list: **Best Social Strategy, The Media Effectiveness Award: Engagement** and **Best Use of Emerging Technologies**.

Best Use of Earned Media and **Best Contribution to a Campaign by a Media Owner** are both categories that have been adapted, in line with current trends.

In 2010 more than 600 entries were received from 45 different countries across the globe, including 8 countries that hadn't previously entered, making it the most diverse set of entries yet.

The deadline for entries is 21st January 2011 and the shortlist will be announced on 11th March 2011. All entries must be submitted online. Please visit www.festivalofmediaawards.com for more information or contact Nisha Ashra on nisha@csquared.cc or +44 (0) 20 7367 6986

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For more information please contact Debbie Zaman (+44 7971 962221) or Jessie Winston (+44 7977 118186) at firstname.surname@withpr.co.uk

Or visit www.festivalofmedia.com for general and booking information.

Check out videos of previous festivals and key presentations at www.YouTube.com/thefestivalofmedia

Please credit Festival of Media with all images and videos used.

Notes to the editor

Full list of categories:

- Best Communication/Entertainment Platform
- Best Communications Strategy
- The Consumer Benefit Award
- The Award for Media Bravery
- Best Event/Activation
- Best Use of Content
- Best Use of Earned Media
- Best Use of Digital Landscape
- Best Use of Mobile
- Best Targeted Campaign
- Best Contribution to a Campaign by a Media Owner
- Best Creative Use of Media Award
- Best Use of Emerging Technology
- Best Social Strategy
- The Media Effectiveness Award: Sales
- The Media Effectiveness Award: Engagement
- Media Visionary Of The Year
- The People's Award
- Agency Of The Year
- Network Of The Year
- Advertiser Of The Year

About C Squared

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 the Group's turnover now comes from outside the UK. Across C Squared's portfolio of market-leading magazines, websites and conferences, it has readers, subscribers, visitors and clients from over 50 countries and produces successful events on every continent – from New York to New Delhi; from Valencia to Vilnius and from Amsterdam to Accra.

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