

CUP jury gets down to work

ISTANBUL, TURKEY: The jury led by Celso Loducca, president of Loducca, Brazil, met in Istanbul today, 7 March, and got down to four days of work going through 715 entries from four regional festivals and deciding on nominees in each of 19 Product & Services, 9 Media and 10 Admaking categories. The winners of the 38 CUP trophies and the Grand Cup winner will be announced and presented on Saturday, 12 March, in Conrad Hotel, Istanbul.



Basic principle of this advertising competition is that shortlisted entries from participating regional festivals (Golden Drum, ADFEST, FIAP and ADC*E) gain exclusive right to enter into the Intercontinental advertising selection judged by the highest level international jurors.

All The CUP finalists are pre-selected by regional juries. The CUP jury members come from regional festivals and are some of the world's most awarded creative directors. They are able to recognize the local spirit of the best entries, too, and they have the authority to relate it to the others. The judging process is therefore fairer and guarantees equal opportunity to every entry regardless of its origin.

The process

The judging process structure was developed by Michael Conrad. All entries are grouped in 19 Best of product and service categories and at first judged regardless of their initial media appearance. In the second group Best of Media the jury selects the best work regardless of its product or service category. In the third group Best of Admaking the craft skills are awarded.

In every category 5 nominees are selected in each of the 38 categories. At the end the jury decides on 38 winners of The Cups and on The Grand Cup winner.

CUP 2010 jury members:

- Celso Loducca, president of Loducca, Brazil - jury president

- Michael Conrad, president of the Berlin School of Creative Leadership Worldwide
- Ravi Deshpande, chairman and chief creative officer, Contract Advertising India
- Ted Lim, deputy chairman and executive creative director, Naga DDB Malaysia
- Brett Mitchell, digital director, Droga5 Sydney, Australia
- Jose Molla, co-founder and co-chief creative officer, La Comunidad, Argentina, USA
- Johannes Newrkla, ADC*E Board, founder and CEO, Bluetango, Austria
- Jan Pautsch, head of Creative, Scholz & Friends Berlin, Germany
- Karpat Polat, president, creative director, DDB&Co Istanbul, Turkey
- Martin Spillmann, partner and executive creative director, Spillmann/Felser/Leo Burnett Zürich, Switzerland,

The Intercontinental Advertising CUP's Creative Summit where the best of the best, crème de la crème of four continent's cultures will meet starts on Friday, March 11.

The programme is available at www.thecupawards.com/program/ and tickets can be bought on-line at www.biletix.com/index.htm?locale=en.

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