

Sir John Hegarty takes on jury president role at Eurobest

LISBON, PORTUGAL: Eurobest, claimed to be Europe's premier and largest creative communications festival, has announced that advertising legend Sir John Hegarty, founder - creative of Bartle Bogle Hegarty (BBH) will chair the Film, Print, Print & Poster Craft and Integrated juries.



"Sir John was a member of Eurobest's first-ever jury, so it's fitting that he returns to lead the jury on Eurobest's 25th anniversary. During these years he has created not only some of the most iconic and much loved ads of our time, but also ads that have changed the course of brand communications," said Philip Thomas, CEO of Eurobest and Lions Festivals. "He is much admired by the whole industry, and we are delighted to welcome him back to help us celebrate this very special landmark for Eurobest."

Commenting on his appointment, Sir John says, "Over the last 25 years our industry has gone through seismic change. What hasn't changed is the need for outstanding creativity. Recognising that and rewarding it is as important as ever."

Sir John started in advertising as a junior art director at Benton and Bowles, London, in 1965. In 1967 he joined the Cramer Saatchi consultancy which became Saatchi & Saatchi in 1970, where he was a founding shareholder. Sir John left in 1973 to co-found TBWA London as Creative Director. The agency was the first to be voted Campaign's Agency of the Year in 1980.

In 1982 he started Bartle Bogle Hegarty with John Bartle and Nigel Bogle, which was soon to become one of the most talked about and awarded advertising agencies in the world. The agency has won every Agency of the Year accolade and every creative award possible and has been at the forefront of the industry for 29 years. BBH was Cannes Lions' very first Agency of the Year in 1993 winning the title again the following year.

Sir John has won Golds at every industry awards including Cannes Lions, D&AD and British Television. He has been given the D&AD President's Award for outstanding achievement and was admitted to the US One Show Advertising Hall of Fame. He has also been voted as one of the most influential people in fashion thanks to his work with Levi's.

Sir John was awarded a knighthood by the Queen in 2007 in recognition of his services to the advertising and creative industries.

Joining Sir John in Lisbon will be other prominent jury presidents from across Eurobest's 25 year history shortly to be announced. A dedicated showcase will be present at the Festival to offer a retrospective look at the best in European creative communications, pulling together some of the greatest winners of the Eurobest awards to date. An archive of past winners of the Eurobest Grand Prix is currently online and can be found at http://www.eurobest.com/plus/grand_prix.cfm. Eurobest takes place 28-30 November. To submit entries or register to attend, please go to www.eurobest.com.

Key dates:

Entries deadline 21 September 2012

Festival dates: 28-30 November 2012, São Jorge Cinema

Eurobest Awards and After Party: 30 November 2012, Pátio da Galé

For further information, go to www.eurobest.com.

For more, visit: <https://www.bizcommunity.com>