

Anna Qvennerstedt announced as Ad Stars executive judge

Anna Qvennerstedt of Forsman & Bodenfors in Sweden has joined the Ad Stars executive jury.

Qvennerstedt wears a few different hats at Forsman & Bodenfors where she is both copywriter and chairman of the board. The agency created the now infamous 'Epic Split' film for Volvo Trucks starring Jean Claude van Damme, which won Grand Prix of the Year at Ad Stars in 2014. Anna joined the agency 14 years ago and has contributed to some of its most acclaimed campaigns.

"I am truly looking forward to my first visit to Ad Stars, where I am expecting to meet lots of fascinating people and judge ground-breaking work while experiencing a unique festival in a unique part of the world," says Qvennerstedt.

Exceptional impact on the advertising industry

"We were delighted when our 'Live Test Series' campaign for Volvo picked up many awards in 2014, but winning Grand Prix of the Year at Ad Stars that year was particularly memorable as it's not often that advertising professionals are awarded prize money for our ideas."

In 2007, Qvennerstedt became the youngest Swedish person to be awarded the Platinum Egg, which honours individuals who have had an exceptional impact on the advertising industry in Sweden. She was also the second woman to be elected to The Platinum Academy (Sweden's Hall of Fame for people in advertising).

Hwan Jin Choi, chair of the Ad Stars executive committee, says: "Forsman & Bodenfors continuously ranks among the world's top creative agencies. I am looking forward to meeting Anna and discovering some of the secrets to the agency's success. We are thrilled she has accepted our invitation to be part of the 11th Ad Stars festival."

Extended deadline

Forsman & Bodenfors was the most awarded agency in the world 2014, according to the Gunn Report, and works with leading brands like H&M, Airbnb, Volvo and SK II. Qvennerstedt herself has won an abundance of gold medals in numerous international award shows, as well as a Grand Prix in Cannes for AMF Pension.

Ad Stars has extended this year's entry deadline until 31 May 2018. Ad Stars is free to enter, and the only festival with a \$10,000 cash prize for its two Grand Prix of the Year winners. The festival runs from 23rd to 25th August at Bexco (Busan Exhibition and Conference Centre) in Busan, Korea.

For more information, click [here](#).



Anna Qvennerstedt of Forsman & Bodenfors in Sweden. Image supplied.