

NYF's Advertising Awards unveils new category group for legalised vices

New York Festivals International Advertising Awards (NYFA) has unveiled Hell's Kitchen, a new category group to shine the spotlight on creative work produced on behalf of legalised vice brands.



“NYF’s specialty category group, like NYC’s Hell’s Kitchen, through time immemorial, will celebrate advertising around legalized vices, specifically, gambling, cannabis, and alcohol work,” said Scott Rose, executive director at New York Festivals Advertising Awards.

The Hell’s Kitchen category group will provide a platform to honour the variety of creative lanes of engagement employed by agencies and legalised vice brands to connect consumers. Categories include **Sports Betting, Cannabis, Alcohol, and Pick Your Poison.**

This newly launched category group will be sponsored by E-Z Wider rolling papers and will be judged by a world-class group of creatives presided over by former North American CEO of Havas Creative, and current President & CMO of Republic Brands, Paul Marobella. His years of leadership experience and strategic perspective will provide the Hell’s Kitchen Executive Jury with support and ensure that ground-breaking work from agencies and brands are fairly judged and rewarded.



NYF's Advertising Awards to debut "The Future Now" category, names jury president

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“We’re thrilled that Republic Brands and Paul Marobella are lending their support to a New York Festivals Advertising Awards,” said Scott Rose.” As a category leader within their industry, a history of iconic brands and a track record of innovations, Republic Brands is the ultimate sponsor to premiere this unique category.”

“I am honoured to be chairing the Hell’s Kitchen category along with an all-star jury. The level of creativity required for brand breakthrough in regulated categories is often elevated based on where and how these brands can advertise. For brands that win in these categories, the cleverness of media coupled with a powerful insight and creative idea will take the day. Don’t be surprised if the overall winner comes from the Hell’s Kitchen category.” added Marobella.

All entries into the Hell’s Kitchen specialty categories will be judged by the Executive Jury panel, which includes:

- Paul Marobella, President & CMO of Republic Brands (Executive Jury President)
- Luis Casamayor, founder and chief creative officer at Republic Havas
- Tyler DeAngelo, chief creative officer at Strawberry Frog
- Icaro Doria, chief operating officer at Hill Holiday
- Philip Khosid, partner and chief creative officer at Battery
- Adriana Nova, SVP, Creative Director, Twelvenote

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