

Inaugural D&AD Impact Awards includes Jamie Oliver as judge

Entries may still be submitted to the inaugural D&AD Impact Awards, as the deadline has been extended to Monday 15 August 2016. Chef Jamie Oliver, Droga5 founder, David Droga and Getty Images CMO, Susan Smith Ellis are amongst the jurors who will be judging the awards, which are being hosted in partnership with Advertising Week on 27 September 2016, in Times Square, New York.

The new global awards aim to celebrate creative ideas for good, which contribute towards a better and more sustainable future and businesses, charities and agencies can submit a project or initiative that seeks to build a brand or business by having a positive impact on the world.



The diverse selection of jurors - a mix of creatives, designers, marketers, C-suite executives, entrepreneurs, journalists and thought leaders - will be looking to award a D&AD Pencil, based on three criteria: an original and innovative idea at its core; clear and measurable impact in its chosen category area; and relevance to the business' commercial needs.

"Impact is ultimately the only meaningful measure of good design. As one of the leading promoters of creativity in business, D&AD is perfectly positioned to reinforce this positive message and I am delighted to help shape the conversation this year," said Tim Brown, CEO of IDEO and author of Change By Design (Urban Living Jury President).

Jury presidents

The eight jury presidents are:

- Neil Blumenthal, co-founder and co-CEO, Warby Parker, will lead Responsible Production & Consumption
- Tim Brown, CEO, IDEO, will lead Urban Living
- Anthony Casalena, founder and CEO, Squarespace, will lead Industry Evolution
- David Droga, founder of Droga5, will lead Communication & Interaction
- Jamie Oliver, world renowned celebrity chef, will lead Health & Wellness
- David Puttnam, CBE, film producer, educator, will lead Education
- Aline Santos Farhat, SVP, global marketing, Unilever, will lead Environmental Sustainability
- Susan Smith Ellis, CMO, Getty Images, will lead Humanitarian Aid

Jury members

Communication & Interaction:

- Susie Arons, MD, Rubenstein
- Frank Cooper, CMO, BuzzFeed
- Gina Garrubbo, president and CEO, National Public Media, NPR
- Balakrishnan “Balki” Rajagopalan, filmmaker, screenwriter and chairman & CCO, Lowe Lintas
- Matthew Quint, director, Columbia University Center on Global Brand Leadership
- Paul Woolmington, CEO, Canvas Worldwide

Education:

- Andrea Bastiani Archibald, Ph.D., chief girl expert, Girl Scouts America
- Steven Anderson, co-founder, #EdChat
- Charles Best, founder and CEO, DonorsChoose.org
- Cristin Frodella, head of global education marketing, Google
- Brett Kopf, CEO and Co-founder, Remind
- Ravi Naidoo, founder and MD, Interactive Africa
- Kate Robertson, founder, One Young World

Environmental Sustainability:

- David Guerrero, chairman and CCO, BBDO Guerrero
- Naresh Ramchandani, partner, Pentagram
- Stephen Rutterford, ECD, partner, The Brooklyn Brothers
- Freya Williams, CEO North America, Futerra

Health & Wellness:

- Andrea Alvares, marketing & innovation VP, Natura
- Roisin Donnelly, brand director, P&G
- Jimmy Smith, CEO, Amusement Park Entertainment
- Mark Tutssel, global CCO, Leo Burnett Worldwide

Humanitarian Aid:

- Aria Finger, CEO, Do Something
- Yuya Furukawa, global ECD, Dentsu
- Lisa Sherman, president & CEO, Ad Council

Industry Evolution:

- Eric Alt, editor, CoCreate, Fast Company
- Janet Balis, partner, Strategy Practice for Media and Entertainment, EY
- Ethan Eismann, director of product experience, Uber
- Joy Howard, CMO, Sonos
- Paul Kemp-Robertson, Co-founder, Contagious
- Nick Law, global CCO, R/GA

Responsible Production & Consumption:

- Bevan Bloemendaal, VP global environments & creative services, Timberland
- Soraya Darabi, Co-founder, ZADY
- Piers Fawkes, founder and editor-in-chief, PSFK
- Ty Montague, founder, Co: Collective

Urban Living:

- Dan Barasch, founder, thelowline.org
- Christian Davies, ECD, FITCH
- Alessandra Lariu, ECD, Frog
- Catarina Midby, sustainability manager, H&M
- Leon Rost, associate and senior designer, BIG Architects

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