

Susan Credle heads up LIA Print, Poster and Billboard Jury

London International Awards (LIA) has selected its Print, Poster and Billboard Jury, headed up by Susan Credle, global chief creative officer of FCB, as president.



Susan Credle

“When creatives get stuck, many of us go back to the two-dimensional medium,” states Credle. “If we can make an idea work in such a distilled form, we know it has potential. It is important to continue to pay attention to and honour these mediums, especially when so many want to declare them dead. Let’s not forget, ‘1984’, heralded as the best television ad of our generation, was inspired by the perfect print headline: Why 1984 won’t be like 1984.”

She is the mind behind the iconic ‘human’ M&M’s and the juggernaut Allstate ‘Mayhem’ campaign, which just last year took home the Integration Grand LIA for its ‘Social Savvy Burglar’ promotion. She has received numerous industry accolades, including CAF’s Chicago Ad Woman of the Year in 2013, appearing in Advertising Age’s 100 Most Influential Women and in Business Insider’s Most Creative Women in Advertising, and induction into the American Advertising Federation’s Hall of Achievement.

In her first year as Global CCO at FCB, a move after years of success at Leo Burnett and BBDO, Credle has maintained the agency’s creative product and reputation, while also sustaining her position as one of the industry’s leading creatives and a principal voice representing women.

Jury

- Susan Credle - jury president - global chief creative officer, FCB
- Sarah Barclay - executive creative director, J. Walter Thompson, New York
- Anthony Chelvanathan - group creative director, Leo Burnett Toronto, Toronto
- Richard Denney - executive creative director, MullenLOWE, London
- Armin Jochum - founder/chief creative officer, thjnk Germany, Hamburg
- Alfonso Marian - chief creative officer, OgilvyOne, New York
- Nisa Mujjalintrakool - executive creative director, Dentsu Thailand, Bangkok
- Kalpesh Patankar - executive creative director, Y&R Dubai, Dubai
- Jean-Francois Sacco - chief creative officer, ROSAPARK, Paris
- Katsuhiko Suzuki - senior art director, Hakuhodo, Tokyo
- Marcel Yunes - creative director/art director, BBDO New York, New York

Judging will take place in Las Vegas from 6-14 October. The shortlists will be announced as each judging session

concludes, with winners being announced 2 November 2016. For more information, go to www.liaawards.com.

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