

Lisbon Effectiveness International Advertising Festival announces jury

Burger King CMO Fernando Machado will preside over the jury for the Lisbon Effectiveness International Advertising Festival.

The jury will select the works that will constitute the shortlist and the score that will, in turn, define each category's prizes; Bronze, Silver, Gold, or Grand Prix.

The rest of the jury consists of:

- Andy Wilson, head of strategy at BBDO Asia
- Al Moseley, global president and chief creative officer at 180LA
- Xavier Sanchez, founder and CEO of Umbilical and Amniotic.TV
- Mark Bowling, chief creative officer at PHD China
- Daniel Chu, executive vice president and chief creative officer at MRM/McCann
- Romolo Megda, creative director at BETC/Havas
- Renato Fernandez, creative director at TBWA/Chiat/Day
- Ricardo Pereira, chief executive officer and co-founder at comOn
- Ana Sofia Vinhas, brand director at EDP
- Tonise Paul, president and chief executive officer at Energy BBDO
- Johan Vakidis, chief creative officer at Publicis Worldwide Shanghai
- Ramsey Naja, chief creative officer at J. Walter Thompson Beirut
- Chacho Puebla, chief creative officer Western Europe and regional creative director for LATAM at LOLA MullenLowe
- Edson Athayde, chief executive officer and creative director at FCB Lisboa
- Anibal Casso, chief strategy officer at Joan Creative
- Fábio Costa, executive creative director at Saatchi & Saatchi LA Lisbon
- Levente Bálint, Chief Executive Officer at White Rabbit Budapest

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