

## Ad Stars adds Ali Shabaz to executive jury panel

Ad Stars has added Ali Shabaz, chief creative officer at Grey Group Southeast Asia, to this year's executive jury panel. He joins Jeremy Craigen, global chief creative officer at Innocean Worldwide, who was the first executive juror to be announced earlier this month.



Ali Shabaz

Shabaz will travel to Busan, South Korea, a few days prior to Ad Stars 2016, which runs from 25-27 August. Together with his fellow executive jurors, he will vote on his favourite entries and debate this year's Grand Prix, Gold, Silver and Bronze winners across 18 categories.

"It's an honour to be joining the executive jury of Asia's fastest growing advertising awards festival. It is a relatively new festival in comparison to some of the more established shows, but I love the way it champions creativity not just in Asia but globally," says Shabaz, who was promoted to the role of CCO of Grey Group Southeast Asia in January 2016, from his previous role as CCO of Grey Group Singapore.

Under his leadership, Grey Group became best performing agency in Singapore at the 2015 Cannes Lions, winning a Lions Innovation award for its Life Saving Dot campaign. Grey Group Singapore was also recognised as the best performing agency two years in a row at Spikes Asia 2014 and 2015.

For more information, go to [www.adstars.org](http://www.adstars.org).