



## FOR IMMEDIATE RELEASE

### **Jamie Oliver, Droga5, Getty Images, IDEO, Squarespace, Unilever and Warby Parker Executives Will Judge the Inaugural D&AD Impact Award**

**Deadline for Entry 15th August 2016 at**  
[www.dandadimpact.com](http://www.dandadimpact.com)

### **Inaugural Awards Show Set for September 27 in Times Square**

**D&AD Impact** is today issuing the final deadline for its inaugural Impact Award. Businesses, charities and agencies have until the 15th August to get their entries in to win at new global award show.

D&AD Impact seeks to identify and celebrate great, transformative, creative ideas that have had real impact and, ultimately, contribute towards a better, fairer and more sustainable future for all. Where brands use creativity for greater good...

D&AD Impact accepts any project or initiative that seeks to build a brand or business by having a positive impact on the world. Entire Business Concepts, Business Initiatives, Marketing Campaigns, Public/Community Projects and Products are all welcome.

Winning work will be rewarded a White Pencil, the premier accolade for creativity for good at the inaugural ceremony in September 2016.

This new initiative is the result of a partnership between D&AD and Advertising Week. Advertising Week draws from brands, agencies, media, technology and startup companies, in addition to broader cultural communities to curate a hybrid of thought leadership and special events worldwide.

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).

The eight Jury Presidents are:

- Ø **Neil Blumenthal**, Co-Founder and Co-CEO, Warby Parker, will lead **Responsible Production & Consumption**
- Ø **Tim Brown**, CEO, IDEO, will lead **Urban Living**
- Ø **Anthony Casalena**, Founder and CEO, Squarespace, will lead **Industry Evolution**
- Ø **David Droga**, Founder of Droga5, will lead **Communication & Interaction**
- Ø **Jamie Oliver**, World renowned celebrity chef, will lead **Health & Wellness**
- Ø **Lord David Puttnam**, CBE, Film Producer, Educator, will lead **Education**
- Ø **Aline Santos Farhat**, SVP, Global Marketing, Unilever, will lead **Environmental Sustainability**
- Ø **Susan Smith Ellis**, CMO, Getty Images, will lead **Humanitarian Aid**

The Jury Members are:

#### **Communication & Interaction:**

- Ø **Susie Arons**, Managing Director, Rubenstein
- Ø **Frank Cooper**, CMO, BuzzFeed



- Ø **Gina Garrubbo**, President and CEO, National Public Media, NPR
- Ø **Balakrishnan “Balki” Rajagopalan**, Filmmaker, Screenwriter and Chairman & CCO, Lowe Lintas
- Ø **Matthew Quint**, Director, Director, Columbia University Center on Global Brand Leadership
- Ø **Paul Woolmington**, CEO, Canvas Worldwide

#### **Education:**

- Ø **Andrea Bastiani Archibald**, Ph. D., Chief Girl Expert, Girl Scouts America
- Ø **Steven Anderson**, Co-Founder, #EdChat
- Ø **Charles Best**, Founder and CEO, DonorsChoose.org
- Ø **Cristin Frodella**, Head of Global Education Marketing, Google
- Ø **Brett Kopf**, CEO and Co-Founder, Remind
- Ø **Ravi Naidoo**, Founder and Managing Director, Interactive Africa
- Ø **Kate Robertson**, Founder, One Young World

#### **Environmental Sustainability:**

- Ø **David Guerrero**, Chairman and CCO, BBDO Guerrero
- Ø **Naresh Ramchandani**, Partner, Pentagram
- Ø **Stephen Rutterford**, ECD, Partner, The Brooklyn Brothers
- Ø **Freya Williams**, CEO North America, Futerra

#### **Health & Wellness:**

- Ø **Andrea Alvares**, Marketing & Innovation VP, Natura
- Ø **Roisin Donnelly**, Brand Director, P&G
- Ø **Jimmy Smith**, CEO, Amusement Park Entertainment
- Ø **Mark Tutssel**, Global CCO, Leo Burnett Worldwide

#### **Humanitarian Aid:**

- Ø **Aria Finger**, CEO, Do Something
- Ø **Yuya Furukawa**, Global ECD, Dentsu
- Ø **Lisa Sherman**, President & CEO, Ad Council

#### **Industry Evolution:**

- Ø **Eric Alt**, Editor, CoCreate, Fast Company
- Ø **Janet Balis**, Partner, Strategy Practice for Media and Entertainment, EY
- Ø **Ethan Eismann**, Director of Product Experience, Uber
- Ø **Joy Howard**, CMO, Sonos
- Ø **Paul Kemp-Robertson**, Co-Founder, Contagious
- Ø **Nick Law**, Global CCO, R/GA

#### **Responsible Production & Consumption:**

- Ø **Bevan Bloemendaal**, VP Global Environments & Creative Services, Timberland
- Ø **Soraya Darabi**, Co-Founder, ZADY
- Ø **Piers Fawkes**, Founder and Editor-in-Chief, PSFK
- Ø **Ty Montague**, Founder, Co: Collective

#### **Urban Living:**

- Ø **Dan Barasch**, Founder, [thelowline.org](http://thelowline.org)
- Ø **Christian Davies**, Executive Creative Director, FITCH
- Ø **Alessandra Lariu**, Executive Creative Director, Frog
- Ø **Catarina Midby**, Sustainability Manager, H&M
- Ø **Leon Rost**, Associate and Senior Designer, BIG Architects

Making its debut in New York City as a part of **Advertising Week XIII**, the organizers have confirmed Times Square's **PlayStation Theater** will host the inaugural awards show on **Tuesday, September 27**.



D&AD Impact is open for submissions, to enter work or to find out more please visit:  
<http://dandadimpact.com/>

## ENDS

### **About D&AD**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. A D&AD Award is recognised globally as the ultimate creative accolade, entered and attended by the best creative decision makers from around the world. Set to reward, promote and enable creative brilliance in all areas of creative communication, a D&AD Pencil remains the pinnacle in many careers. But it's much more than just the Awards.

Members join a vibrant global community, whilst creatives and clients are inspired by a world-class training and development programme. Students are supported with projects, awards and exhibitions, which give them a vital leg-up as they enter the industry. As a non-profit, all of D&AD's surpluses go straight into programmes that develop the next generation of creative talent while campaigning for the creative industries to help solve the world's toughest social and environmental issues.

### **About Advertising Week:**

Since its creation in 2004, Advertising Week has drawn more than 2 million participants from around the world to New York City for a weeklong hybrid of thought leadership seminars and unique evening special events. Beyond education, engagement, enlightenment, & entertainment, the mission of The Week is to inspire young people to join the craft; focus on the social impacts of advertising; and shine a bright light on the business, economic and broader impact & influence of the industry including ad tech, creative, media and beyond. At present, there are three global editions of Advertising Week: Advertising Week Europe, now in it's fourth year in London; Advertising Week Asia which premieres May 30 - June 2 in Tokyo and Advertising Week XIII in New York City, September 26 – 30, 2016. The Week is produced globally by New York-based Stillwell Partners.