Droga5, Getty Images, IDEO, Squarespace, Unilever and Warby Parker Executives Announced as D&AD Impact Jury Presidents

New Global Awards Show Unites Diverse Jury - Composition Reflects Pledge to Break Mold

Inaugural Awards Show Set for September 27 in Times Square

New York City, June 1, 2016 – D&AD Impact today announced the initial roster of Jury Presidents and Judges who will play an integral role in this distinctive, new global award show. Open for entries until the end of July, D&AD Impact will shine a light on the power of creativity to positively affect the way the world works - in business, in society, in culture and in the environment.

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 first 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
- **Lord 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

The first Jury Members are:

Communication & Interaction:
Susie Arons, Managing Director, 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, 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 Managing Director, 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, Executive Creative Director, FITCH
- Alessandra Lariu, Executive Creative Director, Frog
- Catarina Midby, Sustainability Manager, H&M
- Leon Rost, Associate and Senior Designer, BIG Architects
The final roster of Presidents and Jury Members will be released later this month.

Making its debut in New York City as a part of Advertising Week XIII, the organizers have also 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 its fourth year in London; Advertising Week Asia which premiers 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.