

New York Festivals ready for AME entries

The deadline to enter the 2018 New York Festivals AME Awards for the World's Best Advertising and Marketing Effectiveness is 30 November 2017.



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The grand jury is comprised of interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creative directors recruited from around the globe. Jury members will evaluate entries based on four specific criteria, each weighted by importance: Challenge/strategy/objectives – 20%; creativity - 25%; execution – 25%; and results/effectiveness – 30%.

“The AME Awards has a 24-year legacy of monitoring the advertising industry and honouring global campaigns that successfully demonstrate innovative solutions to challenging marketing problems that achieve measurable results,” said Michael Demetriades, SVP executive director of the AME Awards.

Grand jury collective of five regional juries

“AME’s grand jury is a collective of five regional juries, allowing all entries to be judged with cultural relevance within their own region by award-winning creatives from that market.”

AME’s grand jury awards Gold, Silver and Bronze to the highest scoring entries, through two rounds of regional judging to

ensure scoring accounts for cultural and economic relevance. This round also selects the AME Green Award winner—the highest scoring, Gold-winning entry for a company whose emphasis is on resource conservation and negative environmental impact.

Gold-winning work from all regions is judged by the full international grand jury to determine a Platinum Award for each of the five regions (North America, Latin America, Europe, Middle East & Africa and Asia Pacific) and the International Grand AME Award.

For more information, click [here](#).

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