

NEW YORK FESTIVALS®

INTERNATIONAL ADVERTISING AWARDS®

ABOUT THE NEW YORK FESTIVALS

New York Festivals is owned by Jimmy & Ellen Smyth who have spent their lives supplying creative services to the advertising industry. Starting out as a commercial film editor, Jimmy founded and grew the most successful and largest post-production house in the country. Fourteen years later, he sold Optimus to the Anheuser Busch Company and he and his wife Ellen went fishing for five-years. He was subsequently inducted to the Association of Independent Creative Editors (AICE) Hall of Fame.

Five years later, with the encouragement from the advertising industry, Jim & Ellen decided to go back to work to resurrect the Clio Awards from its own ashes. Having succeeded in their five-year plan, they again went fishing after selling the brand to a publically held media company, a decision they later regretted.

Seven years later, they sought another challenge and returned to work to transform one of the worlds oldest and multi faceted award companies, the International New York Festivals which organizes competitions for the World's Best Advertising™, the World's Best Radio Programs™ and the World's Best TV & Films™. They also organize the AME Awards®, for the World's Most Effective Advertising™, the Midas Awards® for the World's Best Financial Services Advertising™ and The Global Awards® for the World's Best Healthcare Advertising™.

VP Executive Director, Michael Demetriades began his career with the Clio Awards 100 years ago. Yes, he lived through the debacle in 1991 and when the Smyth's took the company out of bankruptcy in 1992, he stated he would never have done so without getting Michael to agree to come back to the Clios. Michael Demetriades has garnered close to ten thousand creatives to participate in judging the hundreds of thousands of entries that have past through his hands over the years. He personally has more experience than the entire staffs of other award companies. He is a virtual walking encyclopedia of advertising.

President, Michael O'Rourke joined the New York Festivals in 2006 as its Marketing Director and quickly became its president in 2008. His insight, along with his passion and understanding of the creative process has earned him the respect of his new creative friends throughout the world of advertising. Having two old dogs as his mentors, may have had a little to do with his success. Michael is the face and brains of the company.

Being privately held allows Michael O'Rourke and the Smyth's the ability to make decisions instantly. Just like their previous companies, they are in the business of supplying services to the international advertising, radio and television program

industries and their sole purpose is to gather the world's best judges to select the World's Best Work® in each of those mediums and then showcase the winning work and the creators of the winning work to the world.

The NYF's Grand Jury is the largest advertising jury in the world. It insures diversity and fairness and selects the Finalist winners. Then an Executive Jury of thirty to forty of the most talented Worldwide Chief Creative Officers gather in NYC during the first week of May and using a new and innovative scoring system they select the World's Best Advertising™.

The World's Best Advertising™, as well as its' creators are showcased to the worldwide advertising industry and to the largest and most important audience in the world, the consumers. The NYF advertising winning work has an audience reach larger than all of the other international advertising award competitions combined!

Annual of Advertising, a 500 + page Annual featuring the World's Best Advertising™ sold in bookstores all over the world, the largest selling annual of its kind.

New York Festivals' Media Centers in Universities that teach Marketing & Advertising in China, Latin America and the USA. Each NYF Media Center showcase the NYF winning work, with guest lectures from NYF award winning creatives. Additional locations will be announced soon.

Museums exhibit the World's Best Advertising™ to the general market as well as advertising professionals, including the prestigious Paley Center for Media in New York where our annual show will be held first week in May. An exhibit of the award winning work will be on display for public viewing.

New York Festivals, presents, the World's Best TV Commercials™, complete with agency and creative screen credits, on In-flight videos on five global airlines. Eight airlines will participate next year. Reach - 90 million over a three-month period. A USA prime-time TV special is planned for next year.

Weekly TV Show about advertising on China's SiTV. Reach - 117 million weekly.

On QQ, the world's largest online community & social media site. – 400 million active users.

Oh, there is one more thing about us. Passion, in everything we do.