

NEW YORK FESTIVALS®

INTERNATIONAL ADVERTISING AWARDS®

WHY ADVERTISING AWARDS MATTER!

There are a number of pundits who ask, if the purpose of advertising is to sell products or services, shouldn't visibility and sales be all the reward that's needed? The answer to that question is a resounding "no" – for a number of reasons.

With so many unknown variables at play, there has never been a foolproof way to indisputably measure how an ad campaign impacts a rise or decline in sales. Advertising is not a science. This is especially true today, in this time of media fragmentation, when the target group cannot always be counted upon to experience your work in the exact form, manner or conditions that you had planned.

It is a scenario that puts pressure on agencies to come up with more creative and strategically focused concepts, the type of communication consumers will not ignore. And it is up to award shows to highlight and recognize the value of all that good thinking.

Why? Well, creating ad content is easy. Anyone can do it - or just about everyone thinks they can. But creating good advertising - creative work that truly stands out, makes us laugh, moves us, inspires us and even causes us to shed a tear—is tough. Very tough. Awards are earned by people who have gone beyond the simple solutions, who have spent nights and weekends working to create something unique. Something special, something true.

Awards are a way of rewarding the people in this industry who won't settle, no matter how strong the temptation may be. So when you look at the collection of trophies on your shelves, remember you're not doing this in vain, because someone out there cares, and notices and supports you. Awards are also a way of telling advertisers, content providers and the increasingly the more media-savvy public-at-large, that you are not interchangeable, that there is a standard of excellence, and that quality matters.

More and more we are truly becoming a global community, so take a moment to come together, fortify yourselves and salute the people that in the eyes of the international advertising community have earned their awards and celebrate the World's Best Advertising®.