

the buzz

ANDYS ACROSS THE POND

To enhance its ties to advertising hotbeds around the globe, The International Andy Awards will launch a preliminary judging round in London for the very first time on January 27. Hosted by Leo Burnett/London, the U.K. judging will follow the customary New York round, which took place at Saatchi & Saatchi earlier in the month. Final judging for the prestigious awards show, which is produced by the Advertising Club of New York and scheduled to take place in April, is set for the week of Feb. 12 in Florence, Italy.

"While the Andy Awards are international, they aren't universally known," says Mark Tutssel, Leo Burnett Worldwide deputy chief creative officer and Andy chairman. "The show traditionally has been U.S.-centric—greater awareness here has obviously meant more American entries. But given that the 2004 and 2005 Grandy [Best in Show] winners were Wieden in the U.K., we decided it was time to increase our exposure to the worldwide ad community. London remains the heartbeat of creativity in the European ad community, so we felt it was an appropriate starting point for launching the global judging initiative.

"And the same way the Olympics travel to different cities," adds Tutssel, "we plan to host Andy judging in coming years in major markets in Latin America, Asia/Pacific and Europe, like Sao Paulo, Bangkok, Buenos Aires, Paris, Sydney—all burgeoning centers of creativity." (RH)

» www.andyawards.com



From left: Kash Sree, BBH; John Kearse, Arnold; musical artist Jeannie; Tutssel; Livia Tortella, Atlantic Records; and Miguel Bemfico, DDB/Brazil at Andys preliminary judging in N.Y.