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## 2008 IPA Effectiveness Awards judges announced

Sir John Sunderland, Chairman of Cadbury Schweppes, is to be the Chairman of Judges for the 2008 IPA Effectiveness Awards, which will be held at the Hurlingham Club in West London on November 3 2008. Neil Dawson, Founder, Hurrell Moseley Dawson and Grimmer, is Convenor of Judges, and David Golding, Co-founder of Adam & Eve, is Deputy Convenor of Judges.

There will be two judging panels for this prestigious competition, which is open for entry until April 25 2008, to all agencies worldwide, as well as, for the first time, advertisers and media owners, they are as follows:

### Client judges:

Alan Bishop, Chief Executive, COI  
Dan Cobley, Marketing Director, UK, Ireland and Benelux, Google  
Hilary Cross, Director of External Affairs, MacMillan Cancer Support  
Jeremy Davies, Brand & Communications Director, Abbey  
Roisin Donnelly, Corporate Marketing Director, Procter & Gamble UK & Ireland  
Andy Gilson, Marketing Director, General Motors UK and Ireland  
Jo Kenrick, Marketing and Customer Proposition Director, B&Q  
David Pemsel, Group Marketing Director, ITV  
Richard Tolley, Group Marketing Director, Dairy Crest  
David Wheldon, Global Director of Brand and Customer Experience, Vodafone UK

### Industry judges:

Peter Bowman, General Manager, JICIMS  
Morag Blazey, Former CEO, PHD Group, UK  
John Deighton, Brierley Professor of Business Administration, Harvard Business School  
Sara Donoghugh, Econometrician, Data2Decisions  
Bryan Finn, Econometrician  
Richard Foan, Managing Director, ABCe  
Thayne Forbes, Joint Managing Director, Intangible Business  
Kirsty Fuller, CEO, Flamingo Group  
Richard Jolly, Adjunct Associate Professor of Organisational Behaviour, London Business School  
Judie Lannon, Editor, Market Leader  
Andy Pearch, Group Commercial Director, Thomson Intermedia  
Paul Phillips, Managing Director, AAR  
Toby Reeks, Analyst, Merrill Lynch  
Mark Stockdale, Founder, Wheelbarrow  
John Tylee, Associate Editor, Campaign  
David Wethey, Founder and Chairman of Agency Assessments International (AAI)

Sir John Sunderland (pictured), Chairman of Cadbury Schweppes and Chairman of Judges, said: "The high calibre of judges represent the best of the marketing community, and we thank them for giving their time and attention to determine this year's winners of the IPA Effectiveness Awards, examining advertising campaigns from around the world."

Neil Dawson, Founder, Hurrell Moseley Dawson and Grimmer, and Convenor of Judges, said: "The IPA Effectiveness Awards demand the highest standards of proof of the commercial value of communications. We are delighted to have such an impressive array of talent and experience to judge the 2008 entries."

The 2008 IPA Effectiveness Awards are sponsored by Thinkbox and supported by WARC; official publishers of the effectiveness case histories, DDS, Xtreme Information and Campaign.

Tess Alps, CEO of Thinkbox, says: "These awards are immensely important because they genuinely prove the effectiveness of advertising investment - a cause that is central to what Thinkbox does. We continue to be very proud to sponsor these awards and look forward to celebrating what advertising - and especially TV - can achieve."