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On March 18th, 2012, 6 international jury members will choose the winner, and a representative of the winning agency will receive an all inclusive trip to Minsk and represent Israel as a juror in the Fourth International Advertising Festival - White Square. Furthermore, the winning work will be featured in Forbes Magazine (April), and worldwide on advertising websites, newscasts, and forums.

#### **Juries**



#### Asaf Hochman

Senior Digital Strategist at the New York office of global advertising agency TBWA, helping leading global brands, such as Kraft Foods, McDonalds, GSK and Vonage, reach consumers across all digital touch points.



#### Dan Rapp

Creative Director at Northlich. Outside of work, Dan organizes a tutoring program for underprivileged elementary school students and sits on the board of the Jewish Community Relations Council, an organization that advocates for Israel.



#### Ilan Frankel

Copywriter at SRG, Boulder, CO. Former copywriter at Cutwater and CP+B. Loves pork ribs. Hates QR codes.



#### Nimrod Halevi

Advertising Operation Associate at Facebook EMEA. Nimrod has an extensive media experience, managing products and promotional content in leading websites in Israel.



Shai Almagor

Management Supervisor at

TBWA\Chiat\Day, New York.

on GlaxoSmithKline.

Shai likes running and working

#### Sagit Tzur Lahav

Chief Operating Officer at McCann Erickson Romania. Proud creator of "The American Rom" one of the most awarded campaigns in 2011.









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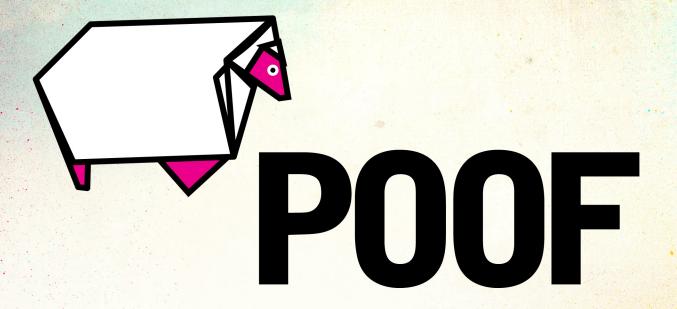
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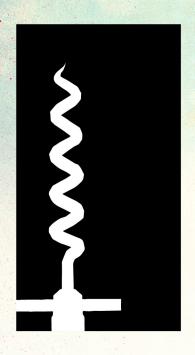
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