

NYF's Advertising Awards to debut "The Future Now" category, names jury president

New York Festivals International Advertising Awards debuts for 2022 "The Future Now", a new category group launched to shine the spotlight on creative work that uses technology to provide an innovative approach that leads to a more engaging consumer experience.



"The pandemic accelerated a deep dive, mainstream awareness into the world of "bits" opening up new "real estate" for culture and business to capture or be captured by. This category group is for interesting, meaningful bespoke use of technology that drives superior consumer experience on behalf of the brand," said Scott Rose, executive director for New York Festivals Advertising Awards.

New categories within this future reaching group include **Generative Creative**, **Altered Reality**, **Decentralized Tech**, **Best Innovation**, and **Crypto Product & Service Advertising**.

Executive jury president

As executive jury president of this newly unveiled category group, David Justus, director of technology and business development for AKQA will lead "The Future Now" executive jury. Together, Justus and the esteemed jury panel dedicated to innovation and creativity will collectively and passionately review the game-changing entries within this future-driven

category group.



“I am excited and honoured to be the jury president for the Future Now category – it amazes me how quickly technology changes how we behave and interact – and I am thrilled to be able to help recognise those creatives and technologies who are blazing the path on creating the future now,” says Justus.

Justus brings years of industry expertise to “The Future Now” executive jury, his industry reputation as an award-winning technologist with a focus on the intersection of art, engineering and business provides an eye to the future and experience within this new arena of disruptive work.

The New York Festivals Advertising Awards competition receives entries from more than 60 countries and are judged by more than 400 members of NYF’s Executive Jury and Grand Jury, who collectively cast their votes to select the year’s trophy-winning work. The 2022 Executive Jury and Grand Jury panel selection process is in progress.

The deadline to enter the 2022 New York Festivals Advertising Awards is 1 April 2022. For more, go to <https://home.nyfadvertising.com/new22>

For more, visit: <https://www.bizcommunity.com>