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## 16th Golden Hammer international advertising festival jury announced

This year's *Golden Hammer* international advertising festival will run from **9 to 11 June in Jūrmala**, the Baltic's liveliest resort, just up the coast from Latvian capital Rīga, a 2014 European Capital of Culture. The ambitious programme of the 16th *Golden Hammer* affirms its well-established position as the region's major international advertising festival with a full schedule of seminars, and, of course, a ceremony whose coveted awards are adjudged by juries of authoritative industry professionals.

The Festival Competition will continue its tradition of rewarding works with particularly creative ideas and originality that grab audiences and make a key contribution to brand value.

In parallel with intensive jury sessions, leaders of foremost advertising and communications agencies from all over the world will read lectures and lead seminars on global industry trends.

Naturally, there will be many opportunities to meet fellow professionals to discuss current and future developments, to gain inspiration, experience and international contacts.

This year's Competition categories, thirteen in all, have been made in line with the development of the advertising and media industry, so as to make it more straightforward for applicants to identify the competition category appropriate for their work. Works can be submitted in following categories: Film, Print, Outdoor, Radio, Interactive, Design, Media, Direct, Promo & Activation, PR, Craft and Social.

This year's jury features well-known industry players from 12 European countries, including:

**Thomas Le Thierry d'Ennequi**, Global President of *Vizeum*, France;

**Anna Campbell**, Business Development Director of OMD EMEA, United Kingdom;

**Danil Golovanov**, *Main Pepper* of *Red Pepper Agency*, Russia;

**Kristoffer Reppen**, Creative Director of *Saatchi & Saatchi*, Norway;

**Michal Pastier**, Creative Director of *Zaraguza digital*, Slovakia;

**Dominykas Žilėnas**, Creative Director of *Adell Taivas Ogilvy*, Lithuania;

**Stefan Schmidt**, Creative Director & Partner of *dieckertschmidt*, Germany;

**Peter Karvinen**, Creative Director of *Nydrle*, Czech Republic;

**Jaroslav Serduk**, Strategic Planning Director of *Banda Agency*, Ukraine;

**Martin Woska**, Creative Strategy Director and Co-Owner of *Triad*, Slovakia

**Frank Wolfram**, Chief Technology Officer, Geometry Global EMEA, Germany

**Alemsah Ozturk**, Chief Happiness Officer and Founder of 41?29!, Turkey;

**Joanna Bakas**, Managing Partner of *LHBS*, Germany;

**Karolina Galacz**, Creative Group Head of *Y&R Budapest*, Hungary;

**Michal Pastier**, Creative Director of *Zaraguza Digital*, Slovakia;

**Alpo Räänä**, Partner, CEO and Strategy Consultant of *Mailand Communications*, Finland

**Tomas Nemura**, Partner *The Chocolate*, Lithuania

**Keep an eye on the Festival website as we confirm our final judges.**

The *Golden Hammer* Festival and Competition are open to everyone involved in advertising or marketing communications (agencies, design and advertising production companies, as well as advertisers, the media and other parties involved in the creation of advertising).

The *16th Golden Hammer* international advertising festival takes place from 9 to 11 June 2015. Traditionally held in Rīga, this year's festival moves up the coast to Jūrmala (literally, Seaside). Jūrmala's extensive beaches have long been attractive to bathers as attested to by the ornate 19th century chalets, many now beautifully restored. Admire them as you take the short stroll through pine-encrusted dunes to Jomas iela, a pedestrian mall packed with restaurants, bars and coffee shops. A matchless conference venue only 20 minutes from Rīga's international airport.

More information on the festival's website <http://goldenhammer.eu/>

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***Golden Hammer is a festival of creativity in every sense. We honour victories achieved, congratulate passionate projects and celebrate the awesomeness of bright minds that know no boundaries.***