

NYF Global Awards open for entries

The New York Festivals Global Awards 2018 competition, which is now in its 24th year, has announced that it is [open for entries](#). The Global Awards celebrates the best work in Healthcare & Wellness and Pharma (Rx) Advertising.



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The Awards has unveiled a triple threat of updates designed to elevate the competition. For 2018, the Globals has launched a multi-tiered pricing incentive created to reward entrants for early submissions; streamlined all competitions and categories to provide a more user-friendly entry process; and expanded trophy opportunities to include Gold, Silver and Bronze level recognition.

“The addition of Gold, Silver and Bronze Global Awards recognise the fact that although winning submissions have always held the Global distinction, now entrants will be able to see how their Global-winning work fared against the other creative Global-winning work in the competition, and the distinctions will obviously play a role in the crowning of Agency of the Year and Network of the Year, which is exciting...” said Fran Pollaro, executive director, Global Awards.

Feel Creative theme

Mirroring the evolving trends within the healthcare/wellness sphere, the Global Awards invites entrants to embrace this year’s theme: “Feel Creative” to represent creative empathy.

Elizabeth Elfenbein, Global Awards chairwoman commented, “We’re experiencing the disruption era in healthcare. With the convergence of science, creativity and technology, it’s enabling an open platform for ideas and innovation. One that has the potential to make its customers feel things like they’ve never imagined. The Global Awards recognises that the power of creativity in today’s world is universally connected to empathy. With this in mind, we’ve developed a call to action for the health and wellness creative community to, “Feel Creative”. And we’re excited to bring an experiential event to life that celebrates this mantra at our awards show in November.”

2018’s Global Awards’ theme champions the perception that the path of the big idea should be one that filters through the heart, encouraging collaboration and embracing a spirit that connects, feels, and directly benefits the consumer, the patient, and the caregiver on a local and worldwide platform.

Global knowledge and perspective from the industry

All entries into the 2018 Global Awards will be judged by the competition’s two-tiered jury process, the online grand jury and the live executive Consumer and Pharma (Rx) juries.

The Global Awards’ executive jury and grand jury of industry experts are recruited from more than 20 countries on six continents. The Global Awards jury selection process ensures that each entry is judged by renowned international talent with global knowledge and perspective from the industry.

Specialised separate Consumer and Pharma (Rx) executive juries were announced last year to evaluate creative entries within the Consumer and Pharma (Rx). These split juries allowed entries to compete with those submissions within their own competition. The 2018 executive and grand juries will be announced in the coming weeks.

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