



CLIO Awards Announces Inaugural 'Creative Bowl,' Recognizing the Big Game's Top Spot and Agency

Preeminent creative-industry awards brand gathers top minds to choose the most innovative spot, culminating in a live trophy presentation on February 3

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NEW YORK--(BUSINESS WIRE)--CLIO, the esteemed international advertising, design and communications competition, today announced the **CLIO Creative Bowl**, an initiative surrounding football's biggest night. Focused on highlighting the best advertising creative airing in the game, the two-part competition will feature an expert jury voting on the top spot, and a live trophy presentation in the winning agency's city. Beginning January 12, the latest Creative Bowl news can be found at creativebowl.clioawards.com.

"It is time to reward the bravest ones with a piece of hardware that is equal to the most famous trophy in sports."

Creative Bowl is the brainchild of **Rob Reilly**, global creative chairman at McCann Worldgroup, and leader of this year's Bowl jury. Coverage will appear on all CLIO social channels and the Creative Bowl blog. The inaugural Super CLIO winner will be announced at 4pm on Monday, February 2.

CLIO President **Nicole Purcell** and CLIO Executive Director of Marketing **Brooke Levy** will present the creatives behind the winning spot with a custom Super CLIO statue in-person on Tuesday, February 3. Society Awards designed the statue towering above a standard CLIO at 22 inches, matching the height and look of the big game trophy.

"We've seen more people tuning in for the ads than the game itself – it's become the prime showcase for the most innovative and inventive creative of the year," said Purcell. "At CLIO, we wanted to capitalize on our knowledge base and a network of experts to recognize the work around this moment. It's a fun competition, but one that acknowledges an agency with a true pulse on the industry."

The top creative minds in the country have come together to award the inaugural Super CLIO. Experts in their field with an eye for what makes a great ad, the 2015 jurors include, **Ted Royer**, chief creative officer, Droga5; **Gerry Graf**, founder and chief creative officer, bfg9000; **Glenn Cole**, founder and chief creative officer, 72andSunny; **Colleen DeCourcy**, global executive creative director, Wieden+Kennedy; **David Lubars**, chief creative officer, BBDO Worldwide and chairman, BBDO North America; **Susan Credle**, chief creative officer, Leo Burnett USA; **Steve Simpson**, chief creative officer, Ogilvy & Mather North America; **Rob Schwartz**, CEO, TBWA/Chiat/Day New York and **Tim Nudd**, creative editor, Adweek.

“This is our biggest stage, where brands and agencies take the biggest risks,” said Reilly. “It is time to reward the bravest ones with a piece of hardware that is equal to the most famous trophy in sports.”

The 2015 CLIO calendar includes CLIO *Image* (May 5), CLIO Sport (July 8), and the CLIO Awards and CLIO Music (October). For more information, visit clioawards.com.

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About The CLIO Awards

The CLIOs is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the CLIOs annually and throughout the year recognizes the work, the agencies and the talent -- across advertising, sports, fashion, music, entertainment, and health care -- that, in a variety of categories and as judged by industry peers, push boundaries and establish new precedent.

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