



Giovanni Cantarella

Cantarella spent 26 years working for General Motors in various Sales and Marketing capacities. He is currently a Director of DataActive Communications Ltd. Cantarella has chaired the Digital Ad Lab UK for the past six years.



Marcus Kirby

Kirby has worked within advertising IT and production for nearly 20 years. Since 2006 Kirby has been a consultant on advertising production. He is on Digital Ad Lab's executive committee and the advisory panel to the PPA Technical Production committee.



Olga Budimir

Budimir has worked within advertising agencies for over 25 years. She chaired the IPA's Creative Services Group and received the Fellowship of the IPA for her contribution to advertising. She joined Schawck in 2007 as Managing Director.



Roger Wilks

Wilks is Creative Services Director for the Publicis UK group, having joined in 2003. He is responsible for all the company's production services. Wilks previously worked for Weir Holdings as a business/process analyst.



Debrah Read

Read is Group Production Director for Bauer Consumer Media, and was previously production director at IPC Media. Read was co-founder of the PPA pass4press initiative and has chaired the associated committee.



Clare Taylor

Taylor has over 30 years' experience, with 10 as a consultant. Taylor set up her consultancy to help specifiers and printers conduct sustainable work. A Chartered Environmentalist, Taylor works with companies and industry bodies on their environmental management.



Geoff Harris

Harris has 27 years' print industry experience managing catalogue production in a number of large blue chip companies. In 2006 Harris was recruited as Publishing Controller – Operations & Environment for Tesco Direct.



Kevin Trever

Trever is a procurement and engineering professional, responsible for all Marketing and Print activities for BSKyB. He has been with BSKyB for over 6 years and was part of the initial Procurement Team which was formed in 2001.



Winner: Proximity Works

Proximity Works has been awarded the Grand Prix Client award, as whether it's producing chocolate letters or posting the first mass produced origami men to digital marketers, Proximity regularly proves that its principal strength is to make the impossible possible.

Proximity Works describes its aim as simply producing the best work it can for the budget available. This is achieved through close consultation with the creative teams and suppliers to turn their visual ideas into physical reality, 100% of the time.

Tackling unusual production demands can result in a great deal of trials and testing by the team, while at the same time finding the perfect blend of creative requirements, quality, timing and budget.

Unlike other production departments, Proximity Works says that it has no incentive from clients to save money, beyond meeting the budget. Rather than cost efficiencies, Proximity Works' target is to make the most impossible creative dreams production's reality.

Judges' comments

While an honourable mention is deserved for Cambridge University Press' green initiatives, Proximity Works' chocolate letter for Royal Mail stood out as creative, unusual and truly tasteful. The production department's nightmare turned into a truly innovative execution.

Client

Category

Grand Prix Award Winner

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