

DUTCH CREATIVITY AWARDS 2021

PROFESSIONAL JURY



Business - Small / Medium & Large Business

Boris Veldhuizen van Zanten - CEO & Founder, TNW (President)

Inge Ligthart - CEO, Dawn

Ron Simpson - Creative Entrepreneur, SKYBOX

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Communications - Activations & Promotions / Entertainment / Experiential

Taylor Black - Creative Director, We Are Pi (President)
Olaf van der Geld - Creative Director, Acne Amsterdam
Pol Hoenderboom - Executive Creative Director, 180 Amsterdam
Dagmar Hoogland - Creative Director, Dagmar Hoogland
Arne Koefoed - Head of Ideas & Owner, WINK
Rose Zandvliet - Strategy & Story Director, Talpa Network

Communications - Digital Campaigns

Robbert Maruanaija - Creative Director, Boomerang Agency (President)
Julio Alvarez - Creative Director, Cloudfactory
Thomas Reinhold - Freelance Copywriter & Creative, Thomas Reinhold
Erik Wiese - Co-Founder, Blauw Gras

Communications - Direct / Integrated / Out-Of-Home / Print / Radio

Kika Douglas - Executive Creative Director, DentsuACHTUNG! (President)*
Ellen van den Berg - Head of CX & Strategy Director, Wunderman Thompson
Marcel Hartog - Creative Director, Joe Public Take-Away Advertising
Joris Kuijpers - Creative Director, The Family
Hannah Mulder - Creative, Selmore Creative Agency
Lode Schaeffer - Executive Creative Director & Founder, Indie Amsterdam
Laurine Verwijen - Campaign Strategist, Copywriter & Published Poet, Laurine Verweijen

Communications - Film & Video

Thierry Albert - Executive Creative Director, TBWA\NEBOKO (President)
Ruben Cusell - Head of Concepts & Strategy, Wefilm
Ine van den Elsen - Director, INSANE
Danielle Guiruis - Chief Smartie, Smarthouse
Hesdy Lonwijk - Director & Writer, Vigics
Jeroen van de Sande - Executive Creative Director, Alfred
Peter van Rij - Executive Creative Director, DDB Unlimited

Communications - Influencer & Brand Partnership

Leroy Niemel - Brand & Culture Expert, Canvas Black (President)
Atakan Akardere - Creative Connector, WAVES Amsterdam
Mounir el Ghouat - Culture Marketing Professional (Strategy & Creative Lead), Atlas Créatif
Talisia Misiedjan - Co-Owner, A Million Faces
Nikki de la Rambelje - Creative Director, Gardeners

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Communications - Media / PR

Tolga Büyükdoganay - Executive Creative Director, Ogilvy Social.lab Amsterdam (President)
Leroy Aznam - Founder, OFFGRID agency
Nick Bailey - CEO & Creative Partner, futurefactor
Amber Haank - Strategist, Glasnost
Sid de Koning - Strategy Director, Hagens PR
Marloes Scheffers - Executive Creative Director, Weber Shandwick
Seema Sharma - Creative Director, Edelman Amsterdam

Communications - Strategic Brand Ideas / Strategy (Craft)

Nienke Dettmeijer - Global Lead, Marketing Strategy, Spotify (President)
Nicoline Blokzeijl - Strategy Director, HavasLemz
Munise Can - Strategy Director Western Europe, Vice Media Group / Virtue
Boyd Coyner - Founder & Executive Creative Person, Brand Articulations
Esther Overmars - Strategy Director, Dawn

Communications - Social Content

Jordi van de Bovenkamp - Creative Director, MediaMonks (President)
Marieke Dekker - Head of Strategy, SuperHeroes
Maud Olieslagers - Head of Social, Dorst & Lesser
Anne Stokvis - Editor in Chief, N=5 / N=Content
Naique Tanate - Strategy Director, GoSpooky

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Craft - Animation & Motion Design / Illustration / Typography

Justin Blyth - Global Head Creative, Ambassadors (President)
Guido de Boer - Independent Artist
Simon Buijs - Senior Art Director, BUCK
Hedy Tjin - Illustration Designer, Hedy Tjin
Marlies van der Wel - Animation Film Director, Marlies van der Wel

Craft - Art Direction / Writing

Annie Chiu - Creative Director, TBWA\NEBOKO (President)
Nina Couvert - Art Director, Crisp
Giuseppe du Crocq - Creative Director, New Amsterdam
Sikko Gerkema - Co-founder, Ceci n'est pas un bureau
Pim Gerrits - Creative Entrepreneur, Pim Gerrits
Vincent Saphu - Head of Design, HERC an Ace Agency
Japie Stoppelenburg - Managing Director, Truus

Craft - Cinematography / Editing / Film Direction / Production Design / Visual Effects

Anna van 't Hek - Director, HALAL (President)
Safi Graauw - Director & Founder, These Cavemen
Ania Markham - Executive Producer & Strategy Partner, The Panics
Amanda Smith - Director & Founder, Papersmith
Sven Super - Director, SuperEasterfeather
Chee-Han Kartosen-Wong - Senior Editor, Editing With Chee-Han

Craft - Music / Sound Design

Cece Wyldeck - Head of Creative Development, MassiveMusic (President)
Michael Bertoldini - Senior Music Supervisor & Business Developer, Sizzer
Sjam Sjamsoedin - Musician, Super Awesome Studios
Shakuru Tajiri - Music Supervisor & Sonic Branding Specialist, Amp.Amsterdam

Craft - Photography

Rogier Smalhout - Director & Creative Director, Halal Film & Photography (President)
Maeve Stam - Photographer, Maeve Stam Amazing Photography
Ignasi Tudela - Global Creative Director, Polaroid
Narda van 't Veer - Founder, UNIT C.M.A. / The Ravestijn Gallery

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Culture

Marian Duff - Founder & Director, OSCAM (President)
Esther Gaarlandt - Head of Programming, Amerpodia
Marcel Kampman - Creative Director, Happykamping
Ayra Kip - Artistic Director, KIP Republic
Frits Philips - Partner, The School of Life
Milou van Rossum - Editor NRC Magazine, NRC
Remi Versteeg - Architect & Designer, Beyond Space
Judith Zilversmit - Chef PS en PS van de Week, Het Parool

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Design - Branding / Spatial

Nikki Gonnissen - Founding Partner & Creative Director, Thonik (President)
Jochem Leegstra - Founder & Creative Director, ...,staat
Arwen Ronner - Co-founder & Director, Studio de Ronners

Design - Graphic / Editorial

Petra Janssen - Creative Director & Designer, Studio Boot (President)
Dennis Elbers - Director & Founder, Graphic Matters
Bas Koopmans - Owner, Studio Bas Koopmans

Design - Packaging / Product

Fabio Milito - Creative Director, Design Bridge (President)
Kyanne Buckmann - Creative Director & Owner, Bowler & Kimchi
Ditte Glebbeek - Sr. Design Director, Superunion | Amsterdam
Arjen Klinkenberg - Creative Director & Brand Guru, Tony's Chocolonely

Design - Website / Digital Craft (UI/UX)

Madelon Uljee - Executive Creative Director, Code d'azur (President)
Rolf Coppens - Creative Director, GRRR
Margot Gabel - Designer, Build In Amsterdam
Esmée Lechner - Design Director, Superhero Cheesecake
Toby Mok - Founder & Creative Partner, Ronin Amsterdam
Anna Offermans - UX Lead, Fabrique
Lianne Siemensma - Digital Designer, Verve

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Digital - AI / AR & VR / Innovation

Felicitas Olschewski - Director Digital Strategy & Innovation, adidas (President)
Avinash Changa - Founder & CEO, WeMakeVR
Cees Dinger - Creative Director, Capitola
Ralph Kok - Creative Technology Lead, Random Studio
Sophie te Pas - Sr. XR creative, Media.Monks
Bas van de Poel - Innovation Director, Modem
Man Yong Toh - CEO, Aeroborn

Digital - Creative Data / Ecommerce

Merel van Helsdingen - Founder & Director, Nxt Museum (President)
Gert Franke - Co-Founder & Managing Director, CLEVER°FRANKE
Sanne Kanis - Founder, Sudoku Studio
Jort Schutte - Creative Lead Northern Europe, Google

Digital - Digital Services / Gaming / Mobile & Wearable

Max Pinas - Creative Director, Dept (President)
Alain Dujardin - Creative Director, Greenberry
Tijmen Mulder - Co-Owner & Creative Director, Robot Kittens
Dennis van Vugt - Creative Director, Born05

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Future - Side-Project

Suzanne Tromp - Senior commissioning editor WePresent, WeTransfer/WePresent (President)

Robin van der Kaa - Executive Creative Director, Lynk & Co

Peggy Kuiper - Painter, Peggy Kuiper

Coco Olakunle - Photographer, Coco Olakunle

Ewa Scheifes - Culture & Arts Program Manager, Curator & Moderator, Stichting. NDSM-werf & Fuckup Nights Amsterdam

Future - Student (Briefing) / Student (Portfolio) / Talent

Paula Atwell - Chief Talent Scout, 72andSunny (President)**

Angelo Bromet - Owner, Prospect Eleven

Emily Hinks - CEO, Mischief Makers

Catelijne van Middelkoop - Professor & Practor, SintLucas, WdKA, TU Delft

Willem van Roosmalen - CEO & Co-founder, Homerun

Jason Steere - Managing Director, Brand & Experience, The Student Hotel

Cyril van Sterkenburg - Director, Vandejong Creative Agency

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Society - Diversity, Equity & Inclusion

Cathelijne Blok - Creative Director & Founder, The Tittymag
Remco Dongor - Co-Owner, KAPOOOOW
Jill Mathon - Boss, Jill Mathon
Nadine Ridder - Founder, Nadine Ridder
Baba Toure - Founder, Hammerfest
Kiona de Vries - Creative Director, Calamity Jane

Society - Society / COVID-19

Femke Bartels - Managing Partner, THNK School of Creative Leadership
Eduardo Marques - Chief Creative Officer, Publicis Benelux
Anne Miltenburg - CEO, The Brandling
Valentijn van Santvoort - Co-Founder, HOLIE

*Joris Kuijpers replaced Kika Douglas as President during the Live Jury Session

**Cyril van Sterkenburg replaced Paula Atwell as President during the Live Jury Session