

Ant White announced as latest judge to join Immortal Awards jury

CHE Proximity's Ant White has been announced as the latest judge to join a number of leading names from the advertising world who will judge the first-ever Immortal Awards, a free-to-enter advertising award for all Little Black Book members.

White joined CHE Proximity in 2016 as executive creative director, and within two years he'd rapidly risen through the ranks to become the youngest chief creative officer in Australia. At age 32, he now oversees a department of 92 people.

Since joining the agency, White has ignited CHE Proximity's creative reputation, leading the agency to over 100 international creative awards. The impressive haul includes 15 Cannes Lions, Best in Show at the Caples Awards and a Grand Clio, as well as awards at D&AD, LIA, The One Show and The Webby Awards. The agency has also been crowned Australian agency of the year at ADC, AdNews Australia, B&T and Mumbrella.



CHE Proximity's chief creative officer, Ant White. Image supplied.

White leads the team to create work that redefines advertising, focusing on owning the entire customer experience - as seen in their recent work for Virgin Velocity's Billion Point Giveaway, Cochlear's Hearing Test in Disguise, Swann Inconvenience Stores and Carsales Auto-Ads. White motivates his team and clients to rethink the mould to create work that connects with customers on a one-to-one level.

The Immortal Awards jury

The Immortal Awards jury currently includes:

- Ant White, chief creative officer, CHE Proximity
- Anuraag Trikha, global brand director, Heineken
- Bruno Bertelli, global chief creative officer, Publicis Worldwide
- Chaka Sobhani, chief creative officer, Leo Burnett London
- Joanna Monteiro, chief creative officer, FCB Brasil
- Kay Hsu, global lead and director, Instagram
- Kerstin Emhoff, co-founder and president, Prettybird
- Laura Gregory, founder and CEO, Great Guns
- Malcolm Poynton, global chief creative officer, Cheil Worldwide
- Mike McGee, co-founder and CCO, Framestore
- Noriaki Onoe, creative director, Dentsu Inc.
- Sally-Ann Dale, chief creation officer, Droga5
- Sergio Lopez, chief production officer, McCann Worldgroup EMEA
- Taras Wayner, chief creative officer US, R/GA
- Wayne Deakin, executive creative director EMEA, Huge

The full jury lineup is available to view [here](#)

There are just eight weeks left to enter The Immortal Awards. The entry system is now open to all Little Black Book members until 3 September. Members should visit the [submissions page](#) to complete their submissions, whilst non-members can join LBB [here](#).

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