

PARADISE LDN

PRESS RELEASE

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FOR IMMEDIATE RELEASE

PARADISE LONDON WINS GOLD & PLATINUM AT THE MUSE CREATIVE AWARDS 2018

Out of more than 1,350 submissions from 37 countries, Paradise London has won a Gold & Platinum award in the 2018 Muse Creative Awards competition. Paradise London took home a gold award for their Love Mondays rebrand for reed.co.uk & platinum for their music video for rising star, John Joseph Brill.

Kobalt signed John Joseph Brill commissioned Paradise London's Head Of Video Nicky Cook and long-standing creative director Nick Jekyll to produce his 2017 release 'A Place to Drown.' Red & gold management who was home to Brill as well as world-renowned acts such as Kodakidz & Cheat Codes, said the video was 'Incredible' and that they couldn't wait to see the on VEVO.

"We're extremely proud to have won a MUSE Award for not only 1 but 2 of our projects this year. Massive congratulations to my unbelievably talented creative team here at Paradise London. On to the next." - Nick Jekyll, Creative Director.

The Muse Creative Awards is an international competition for creative professionals who inspire through concept, writing or design, whether through traditional or electronic media. "We recognize the breakthrough achievement of designers, marketers, artists, writers, photographers, videographers, and digital experts who set the trends of the global creative industry," said Kenjo Ong, President for the International Awards Associates (IAA). "They hear the voice of an inner muse, inspiring others to rise together."

Muse Creative Awards is administered and judged by International Awards Associates (IAA), and an elite panel of internationally-recognized creative professionals. IAA oversees awards and recognition programs, provides judges and sets the competition's rigorous standards.

This year's Jury Panel includes 46 renowned, experienced, and brand-new Judges from 20 countries worldwide. Judges hail from leading companies in the creative and digital industry from all corners of the globe, and include professionals from such power brands as Guinness World Records, Leo Burnett, Grayling, DMG, McCann Worldgroup, Hewlett Packard Enterprise, etc.

Entries in 325 categories were rated according to rigorous standards. During blind judging, panelists evaluated the most innovative and creative concepts, the most effective campaigns, and the most inspired messaging. Winners were selected in a wide range of categories, from broadcast, print, social media and emerging platforms.

Numerous entries from international brands and top agencies from around the world were received for this year's award program. The amount of time and passion dedicated to producing such astonishing works is truly admirable. Entries submitted by agencies for companies and brands such as Porsche, National Geographic, Marvel, FOX Networks Group Spain, Siemens, Longines, MINI, MasterCard, Part IV, New Balance, and Nationale Postcode Loterij, are among some of the winners from this year's award.

The 2018 Muse competition included entries from 37 countries: Argentina, Australia, Belgium, Brazil, Canada, China, Croatia, Denmark, France, Germany, Guatemala, Hong Kong, Hungary, Iceland, India, Iran, Ireland, Italy, Jamaica, Kenya, Malaysia, Mexico, Netherland, New Zealand, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, United Arab Emirates, United Kingdom, and United States.

"Winning a Muse Creative Award can be a significant career milestone," Ong said. "With vetted panelists, tough criteria, blind judging processes, and strict bylaws limiting winners, only the best entries receive this coveted statuette. Each year, I am both amazed and inspired by the level of craft and art submitted."

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Paradise London are an award-winning independent, fully integrated creative agency, dedicated to enhancing, connecting and refining brands worldwide.