

We already know who will be the members of the jury of El Chupete 2022, which this year promises to give a lot to talk about

- The jury, headed by Germán Silva, president of El Chupete 2022, was presented today.
- The Festival Will be held on November 30th at Espacio Ventas,

Madrid, September 8th, 2022. El Chupete is 18 years old and El Festival wants to celebrate it in style with a luxury jury led by Germán Silva, CEO of PINK, who is this year's President.

Silva will be accompanied by several renowned professionals from the marketing and agency world, as well as experts in the field of education.

Germán Silva, founder & CEO de PINK – President of El Chupete 2022 Jury

Creative Jury

María López Chicheri, founder Sioux meet Cyranos
Pancho Cassis, global chief creative officer & partner DAVID
Eva Santos, chief creative officer & founder Delirio & Twain
Fran López, partner executive creative director CLV
Roberto Fara, chief creative officer Ogilvy Spain
Nerea Cierco, executive creative director DDb
Tomás Ostiglia, executive creative director Lola MullenLowe

Marketers Jury

Eduardo Sagües, marketing director Disney+
Beatriz Navarro, Iberian marketing director Renault & Alpine
Mariano Casares, manager de marca y comunicación Orange España
María Payá, marketing director Hasbro Iberia
Laura Vela Toro, maestra de infantil 2º Mejor Docente de España en Educación Infantil Premios Educa. Miembro Parlamento Mundial de Educación (PAME)
Gemma Juncá, brand & marketing director Iberia
Jaime Delgado, responsable patrocinios, eventos y redes sociales Pelayo Mutua Seguros
Eric Mottard, CEO Eventoplus
Eva Pavo, directora de comunicación y marketing de Correos
Bosco Aranguren, CEO de DAZN
Ricardo Pérez Valcárcel, director de marketing JCDecaux
María Santaolalla, marketing director Adam Foods

Christian Haltermann, director of El Chupete, also took the opportunity to preview this year's campaign, which is expected to be launched at the end of September. "It's not every day you come of age, and we want the cheekiness and rebelliousness that characterize the long-awaited 18 to be present in some way in the campaign. I promise it won't leave anyone indifferent and it will be something to talk about" assures Christian.

Also, from the organization of El Chupete have confirmed the date of the XVIII Gala planned in 100% face-to-face format on November 30 at Espacio Ventas, which will resume the format of conference and gala as in previous editions.

About El Chupete

El Chupete is an independent institution promoted by professionals from the world of communication and education, whose main objective is to promote responsible child communication and encourage creativity in children.

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