

Airport creative contest names jury



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The Toronto Port Authority and digital OOH media co Black have named the jury for the Billy Bishop Toronto City Airport Creative Competition.

The competition invites agency folks to submit a creative idea for a chance to win \$250,000 in donated media for the charity of the agency's

choice. It's a bid by the airport to populate the new Billy Bishop tunnel with "breathtaking creative," according to a release. [On top of the donated media](#), the competition is offering to foot the agency's bill to enter creative into the One Show. Agencies are asked to create a campaign for a non-profit client that pushes the boundaries of OOH and mobile.



The panel includes Cathy Collier, CEO at OMD Canada; Laura Gaggi, CEO at Gaggi Media Communications; Judy John, CEO and CCO at Leo Burnett; Lance Martin, ECD and partner at Union; Steve Mykolyn, chief brand officer at Taxi; Randy Stein partner, creative at Grip; and Deborah Wilson, VP communications and public affairs at the Toronto Port Authority. The panel will be chaired by *strategy* publisher Mary Maddever.

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