



June 21, 2023

To whom it may concern,

LIA (formerly known as London International Advertising Awards) is a worldwide Award annually honoring legends, pioneers, and embodiments of excellence in Advertising, Digital, Production, Design, Music & Sound and Technology. It was the first truly international award of its kind to acknowledge all media from all over the world to be judged by a diverse global jury. The Awards began by honoring advertising in the realms of Cinema, TV, Print and Radio. LIA now honors 27 unique media types: Ambient & Activation, Billboard, Branded Content & Entertainment, Creative Use of Data, Creativity in Business-to-Business, Creativity in PR, Creativity in the Metaverse, Design, Digital, Evolution, Health & Wellness, Health & Wellness – Craft, Integration, Music & Sound, Music Video, Non-Traditional, Online Film, Package Design, Pharma & Medical, Pharma & Medical – Craft, Poster, Print, Production & Post-Production, Radio & Audio, Transformative Business Impact, TV/Cinema and Use of Social Media & Influencers.

Approximately 200 of the most talented, recognized and awarded industry creatives from top Agencies/Companies worldwide are invited to judge on 17 jury panels. LIA's judging process is known for its democratic and non-political approach to recognizing creative excellence.

I, Christina Shaw, *Awards Director* on behalf of London International Awards confirm that the work of **Zhang Wei, Copywriter**, has been recognized at our show as follows:

2014

SILVER: Print: Use of Illustration Campaign –

Penguin Audiobooks: Moby Dick, Frankenstein, Dracula, Don Quixote, Alice, D-Day

BRONZE: Poster: Use of Illustration Campaign –

Penguin Audiobooks: Moby Dick, Frankenstein, Dracula, Don Quixote, Alice, D-Day

FINALIST: Poster: Consumer Campaign –

Penguin Audiobooks: Moby Dick, Frankenstein, Dracula, Don Quixote, Alice, D-Day

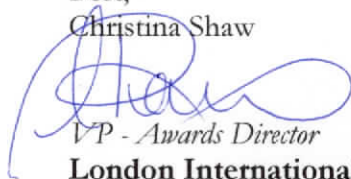
FINALIST: Print: Consumer Campaign –

Penguin Audiobooks: Moby Dick, Frankenstein, Dracula, Don Quixote, Alice, D-Day

To win a LIA Statue, work must be considered one of the best from more than 15,000 entries submitted from over 62 countries from around the world. Award winning work is used as a benchmark throughout the industry as a standard of excellence.

For more information about LIA please visit our website: www.liaawards.com

Best,
Christina Shaw



VP - Awards Director
London International Awards