



Juicy Projects and Klum awarded Silver at WorldMediaFestival 2011 For P&O Cruises Australia 'Proud' Video

Caro Ryan from Juicy Projects (Producer) and David Klum of KLUM (Director) are *Proud* to announce that they have been awarded Silver at this year's festival in Hamburg, Germany.

The Proud program, developed for P&O Cruises Australia, was designed specifically for the hard working crew members of P&O ships in Australia, New Zealand and the South Pacific. More than a customer service or employee recognition program, the Proud campaign uses imagery and music to tell stories and engage the crew, across the full range of diverse backgrounds, languages and countries from which they are drawn.

The WorldMediaFestival is a global competition for modern media honors and celebrates excellent solutions in Corporate Film, Television, Web and Print productions on an international scale.

The WorldMediaFestival awards recognize excellence in modern communications media, and are acknowledged internationally as symbols of the highest production standards in modern communication. A WorldMediaFestival award is one of the world's highest honours in visual competition. Award winners are among the leaders in their profession.

Experienced professionals from around the world in the field of film and video production, as well as subject matter experts, serve in a volunteer capacity as judges. The criteria they use include writing, sound, editing, creativity, visuals, insights, and above all the extent to which the programme meets its stated goals and communicates with its intended audience.

More than 550 entries from the following nations were submitted to the WorldMediaFestival 2011 - Australia, Austria, Belgium, Canada, China, Colombia, Cyprus, Denmark, Finland, France, Germany, Great Britain, Greece, Hungary, Israel, Italy, Japan, Kingdom of Bahrain, New Zealand, Norway, Portugal, Qatar, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Trinidad and Tobago, United Arab Emirates, United States of America