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### **Gideon Amichay**

**Former Chief Creative Officer  
& Joint Managing Partner  
Shalmor Avnon Amichay / Y&R Interactive Tel Aviv,  
Israel**

Gideon Amichay is the former Chief Creative Officer and joint managing partner of Shalmor Avnon Amichay / Y&R Interactive Tel Aviv (1994-2011). He is also a writer and a communication artist.

For over ten years he was a member of the Worldwide Creative Board of Young & Rubicam. As Chief Creative Officer, Gideon led the agency to be Israel's market leader in creativity and innovation, and one of the biggest agencies in Israel since 1998.

The agency won Israel's "Best Creative Agency" Award 7 times. The agency also won an Effie Platinum Award, a Grand Effie and more than 20 other Israeli Effie Awards, while working on brands such as: Mercedes Benz, Hyundai, Orange, American Express, Strauss, Heinz, Yellow Pages, Stella Artois, Danone, Teva, Colgate Palmolive, Elmex, The Aids Task Force, Atzum Task Force on Human Trafficking, and many more.

Under his leadership, Shalmor Avnon Amichay / Y&R Interactive has become the most successful Israeli agencies worldwide, winning 17 Cannes Lions (2008 – 2011) across multiple categories. At Cannes Lions 2009, the agency ranked second for Media Agency of the Year.

Over the years, Gideon has served as a jury member at many international festivals including the Eurobest and the Clio Awards. Often invited to speak, Gideon lectures around the world topics related to innovation and creativity. In 2011 he was a guest speaker at the Cannes Lions "Creative Leaders Program".

He graduated from Bezalel Art Academy, Jerusalem, with a B.A (HONORS) in Graphic Design/Visual Communication (1990). In 2008 he graduated from Berlin School of Creative



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Leadership, with an EMBA in Creative Leadership. He started his career as a cartoonist, published in all the major newspapers in Israel as well as in The New Yorker.

This year he wrote his first book "No, No, No, No, No, No, No, Yes" on innovation and creativity.

Source: [Cannes Lions](#)