

2011 Roger Garlick awards

In addition to the win by Carat Media, Trigger and Vizeum of the 2011 Roger Garlick Award, gold awards went to Carat/Isobar, adidas World Cup campaign - Best use of New Media category; Mindshare, Gautrain Demonstration of speed campaign - Best use of Radio category; Ogilvy Johannesburg, Exclusive Books Stirrers campaign - Best use of Out of Home; and Ogilvy Johannesburg, Exclusive Books Peepholes campaign - Best use of Out of Home.

World Cup campaign



The agencies' joint goal was to launch the 2010 FIFA World Cup campaign, with a focus on the branded national jersey and match ball. The campaign was designed to interactively educate consumers on the rich history between adidas, FIFA and the world cup. The agencies created an adidas activation platform on mobile phones using MXIT, linking above the line campaigns through digital touch points and a virtual signature of the giant adidas yellow jersey. Consumers could add adidas as a friend contact and be updated with FIFA campaign events. These were integrated to Facebook and Twitter feeds and updated from social interactions with other consumers and PR initiatives. This was the first time that such a mobile campaign had been run in South Africa. adidas MXIT subscribers equated to over 116 000, yellow jersey signatures over 78 000 on MXIT and games played were over 29 000.

Speed pays

Mindshare created a PR stunt that delivered a 'vivid demonstration of speed' in the form of a race between the Gautrain and a Lamborghini. 94.7 Highveld Stereo presenter Paul Rotherham left a trail of rubber when he left the airport parking, whilst Whackhead Simpson casually stepped onto the train. Simpson arrived at the Marlboro station within 13 minutes while Paul battled through 30 minutes of traffic. This stunt resulted in massive publicity, 40 000 ticket sales for the first 'open to public' weekend and the 94.7 Club VIP platform had over 55 000 unique entries - the stations highest ever.

Bettering book sales

Ogilvy Johannesburg was briefed to build awareness for the political expose magazine *Noseweek* through one of its primary distribution channels, Exclusive Books, on a minimal budget. The agency wanted to take advantage of Seattle Coffee Co stores adjoining some of the Exclusive Books branches where the magazines stand. It devised Stirrers, which were placed in coffee mugs within the coffee shop to encourage participation with the brand and drive magazine sales. Communication flagged lead articles within the publication. The Stirrers resembled controversial local and global public figures which were placed in the mugs and takeaway cups of patrons with the line 'who's in hot water?' Consumers were encouraged to sit down, page through and ultimately buy that month's issue. The promotion was run in flagship stores and timed to the release of the latest issue, providing a hard call to action.



In the second campaign, again with a limited budget, the client asked agency to remind customers about the rich reads to be found in the biography section. The agency thought the best way to give people a glimpse at the goings on inside the heads of various famous personalities was to build a series of mini theatre sets inside boxes with peepholes, with images of world leaders, rock stars and famous people on the outside. Customers were drawn to peepholes on the foreheads of the 'famous four', through which viewers could see 'inside the heads' of the person who appeared on the outside of the box.

Footfall in biography sections increased with some stores reporting an overall increase in store traffic as a direct result of the boxes being in the window. On average, the stores where the peep boxes appeared enjoyed a 15% increase in sales on last year's figures.

Judges

This year's judges were Ashley Rametse (The MediaShop), Celia Collins (The Starcom MediaVest Group), Fahmeeda Cassim-Surtee (Oracle Airtime Sales), Geoff Whyte (Snackworks), Ian Manning (MediaCompete), Taryn Hood (Mindshare), Nikki Cockroft (Primedia Online) and Tony Koenderman (*Finweek*), chaired once again by Frank Tilley (Frank Tilley Consulting).

AMASA continues its sponsorship partnership with Oracle Airtime Sales, with the Roger Garlick Awards growing in stature and popularity each year.

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