

# AMASA announces 2003 Roger Garlick Award finalists

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31 Mar 2003

The Advertising Media Association of South Africa (AMASA) announced the 2003 Roger Garlick Award finalists at its AGM function held at The Venue in Rivonia last night (Monday 31 March).

Commenting on the entries, Chris Moerdyk, Chairman of this year's judging panel says: "This year saw more entries than ever before and while many of these were disqualified for not complying with judging criteria, mostly being pure creative ideas rather than the intelligent strategic application of a creative idea or innovative use of media, the quality of work has been impressive.

The three finalists demonstrated a growing understanding of just what the Roger Garlick and Cannes Media Lions Awards are all about. Something made a little easier now that the judging criteria for both of these innovative use of media awards are now almost identical."

The three finalists for the 2003 Roger Garlick Award are:

- Hannes Jooste of CIA Notabene for Cell C "For the City"
- Colin Ramparsadh and Grant Willemse of Saatchi & Saatchi for Osram Light Bulbs "Studio Lights"
- Brenda Wortley and Mindshare for the Ford Motor Company's Interactive TV campaign

The 2003 Roger Garlick Youth Award category failed to generate any finalists this year.

The winner of the 2002 Roger Garlick Award, who will be rewarded with a trip to the Cannes International Advertising Festival in June will be announced at the Financial Mail AdFocus Awards banquet on Monday 19 May 2003.

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