

Deadline looms for entries for the 2004 Roger Garlick Award

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Friday, 27 February 2004, is D-day for entries into the 2004 Roger Garlick Award, so make sure that your innovative media plans are not forgotten.

In 2004 the Roger Garlick Award, an initiative of AMASA (the Advertising Media Association of South Africa), sponsored by Oracle Airtime Sales will focus on innovation and creativity backed by a sound strategy. The judges will be looking for entries that demonstrate innovative use of media. Although not mandatory, post campaign results will assist in motivating entries. So get your entries in now and stand the chance to be recognised by your peers and rewarded with the floating trophy, as well as jet off to attend the Cannes International Advertising Festival in June 2004 compliments of this year's sponsor Oracle Airtime Sales.

So start preparing your entries for the 2004 Roger Garlick Award, cost of entry is R350.00 ex VAT per.

Visit the AMASA website at www.amasa.org.za to check out the Rules and Regulations and obtain your entry form, or call Kevin Kirby on 011 807-2111 for more information.

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