

AMASA opens 2009 Roger Garlick Awards

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Media planners, strategists, creative agencies and marketers are eligible to enter their campaigns which demonstrate the most innovative use of media for the 2009 Roger Garlick Awards. The sponsor partnership between Oracle Airtime Sales and these awards continues this year and entries close on the 13th February 2009.

"The ninth annual Roger Garlick Award is open to all legitimate campaigns flighted between the 1st January and 31st December 2008," says AMASA Chairman Brad Aigner. "We're looking for campaigns that are backed by deep consumer insight, solid media strategy and a strong return on investment for advertisers."

Entries should be submitted by one person only, pre-agreed upon by the relevant parties. Entrants must describe the communication goal(s) for the media entry; show how the entry represents a consumer-insights based approach, gaining extra receptivity for the brand's message and strengthening the brand's connections with consumers. Entries must also show how the effort delivers on quantifiable goals and therefore generates business results.

The categories for the 2009 Roger Garlick Award are:

- Best use of Television
 - Best Use of Cinema
 - Best use of Radio
 - Best use of Magazine
 - Best use of Newspaper
 - Best use of Out of Home
 - Best use of New Media (Web and Mobile)
 - Special Events/Stunts
 - Multiple/Mixed media
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- Best use of Sponsorships

The cost per entry is R600 inclusive of VAT. For award criteria and entry forms, visit www.amasa.org.za.

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