

2003 AMASA Roger Garlick Winner

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At the Financial Mail AdFocus Awards banquet on Monday 19 May, Grant Willemse and Colin Ramparsadh of Saatchi & Saatchi walked off with the prestigious 2003 AMASA Roger Garlick Award trophy for their Osram Light Bulbs "Studio Lights" campaign.

Assessing the campaign's desired objectives of raising product awareness, while simultaneously positioning Osram manufactured light bulbs' superior qualities amongst key purchasers, Saatchi & Saatchi elected to create an atypical on-air promo rather than a costly conventional television commercial. DSTV's popular CSN and Supersport 1, 2 & 3 channels were identified as the ideal media to reach Osram's niche target market and the respective producers agreed to douse the studio lights for sufficient time to allow Osram to deliver its message. Even the presenters were unaware of the arranged 'set up' adding to the element of surprise, leaving the viewers intrigued and amused.

"This year's Roger Garlick Award winner is an outstanding demonstration of what is meant by "innovative use of media" and "the intelligent strategic application of a creative idea" which form the basis of the entry criteria for both the Roger Garlick Awards and Cannes Media Lions. The Osram idea was brilliant in its simplicity and was extraordinarily clever in terms of unusual use of media. It also demonstrates that simplicity and brevity are positive factors and that a winning entry does not have to be backed by massive budgets," states Chris Moerdyk, Chairperson of the 2003 Roger Garlick Awards judging panel.

Besides winning AMASA's Roger Garlick Award floating trophy, the prize includes attendance at the Cannes International Advertising Festival in June 2003. Grant Willemse will soon be jetting off to France as a guest of CineMARK.

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