

Enter now for the 2004 Roger Garlick Awards

Issued by [Owlhurst Communications](#)

1 Dec 2003

Have you decided which campaigns you'll be entering into South Africa's most prestigious media award next year? It's time to prepare your entries for the Advertising Media Association of South Africa (AMASA) 2004 Roger Garlick Awards for excellence in media strategy and innovation.

Thanks to our sponsor Oracle Air Time Sales, this year's winner will be jetting off to attend the Cannes International Advertising Festival in June 2004, so get those entries in and stand in line to win.

All entries must have been implemented for the first time between 1 January 2003 and 31 December 2003. The judges will be looking for entries that demonstrate innovative use of media. Although not mandatory, post campaign results will assist in motivating entries.

Judging criteria and eligibility for the Youth Award is the same as that for the Roger Garlick Award, with the exception that Youth Award entrants must be under the age of 25 on 31 December 2003.

Kim Penstone, editor of Marketingweb and The Citizen's Media & Marketing pages has agreed to chair the 2004 judging panel and to ensure continuity, Chris Moerdyk, last year's chairperson, will be vice chair.

Cost of entry is **R350.00** ex VAT per entry and the **deadline** is **Friday 27 February 2004**. For more information, rules, regulations and entry forms visit the AMASA website at www.amasa.org.za or call Kevin Kirby on 011 807-2111.

Editorial contact

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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