

AMASA's Roger Garlick Award deadline approaches

Issued by [Amasa](#)

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The Advertising Media Association of South Africa's (AMASA) deadline for entry into the Roger Garlick Award is set for February 13th. This year's overall Roger Garlick Award winner will walk away with R25 000 cash and each AMASA Gold recipient will be awarded R5000. The cost per entry is R550 inclusive of VAT.

Entrants will need to convince the judges that their entry represents a consumer insights based approach, gaining extra receptivity for the brand's message and strengthening the brand's connections with consumers, and show how the effort delivers on quantifiable goals and therefore generates business results.

At least two original, as well as eight duplicate copies, of the following items must be submitted with each entry:

- a. A complete entry form
- b. The information and motivation, which must be full and correct to ensure effective evaluation by the jury committee.
- c. Supporting electronic material such as DVD's, CD's, audiotapes etc

The categories for the 2008 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
- Best use of Sponsorships

All entries must be submitted to AMASA, together with entry fees, c/o Owlhurst, 12 River Road, Rivonia, 2128, P O Box 3246, Sandton, 2128. Telephone: (011) 234-6520. Facsimile: (011) 807-9552. Email: . Entries close at 17h00 on Wednesday 13 February 2008 and finalists will be announced at the AMASA AGM.

For further information, the full Award criteria and entry forms, visit www.amasa.org.za.

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" Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm 28 Aug 2020

" Amasa Ignite Webinar Forum - Purpose-driven conscious marketing 28 Jul 2020

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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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