

The Roger Garlick Awards judging panel and AMASA announce the finalists for this year's awards

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After some debate, five of the 25 entries for the The Roger Garlick Awards have impressed the judges and been awarded finalist status.

"After much debate and deliberation, five of the 25 entries have been awarded finalist status," says AMASA's Wayne Bischoff who heads the Roger Garlick Awards portfolio. "There were some entries that created a lot of debate but others that fell short of impressing the judges. All in all it was a wonderful effort by entrants and it's exciting to see the great work being produced by South African agencies."

The finalists are: Brothers for Life: World Aids Day and FNB's Things People Say, both entered by Gloop; Yum! KFC Journey of Hope entered by Mindshare; Windhoek Tavern Grille entered by Jupiter Drawing Room Cape Town and Unilever's Comfort Wrap Yourself from Notabene.

Key changes to this year's awards included taking the entry process online and secondly, aligning its categories to international media awards. Previously, the awards were entered into by media type and were a paper intensive procedure. Another new addition to the 2013 awards was the introduction of the Ignition awards, aimed at encouraging students to be innovative with their media planning and strategy.

Judges were Howard Fox (GIBS); Wayne Bishop (PHD), Cherylann Smith (Global Mouse), Gareth Grant (FNB), Richard Lord (The MediaShop) and Sheila McGillivray (One Lady & a Tribe). Frank Tilley, of Frank Tilley Consulting, kindly agreed to once again head the judging process.

The Roger Garlick Grand Prix and AMASA Gold awards will be announced at the MOST awards on 3 September.

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