

Wanna win a Roger Garlick Award?

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If the answer is yes, then start preparing your entries for the 2003 Roger Garlick Award. An initiative of AMASA (the Advertising Media Association of South Africa), the Roger Garlick Award was designed to recognise strategic and innovative media campaigns. And besides being recognised by your peers and rewarded with the floating trophy, the winner will be jetting off to attend the Cannes International Advertising Festival in June 2003.

In 2003 there will be only one main Roger Garlick Award. Says Kevin Kirby, head of AMASA's Roger Garlick Award sub-committee: "The entry and judging criteria will be based on the Cannes Lions criteria. Essentially the judges will be looking for innovation and creativity backed by a sound strategy."

The Roger Garlick Youth Award will also see a few changes in entry criteria for 2003. For instance, only entrants under the age of 25 on 31 December 2002 may enter this award, and Youth entries will not automatically be entered into the Open Award in 2003.

Cost of entry is **R300.00** ex VAT per entry and the entry **deadline** is **Friday 21 February 2003**. Sponsors for the 2003 Award include: **Advantage**, **CineMARK** and **SABC Airtime Sales**.

Visit the AMASA website at www.amasa.org.za to check out the Rules and Regulations or call Kevin Kirby on 011 807-2111 for more information.

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