

2002 Roger Garlick award winners

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Winners of the Advertising Media Association of SA (AMASA) Roger Garlick Awards were announced at the Loerie Awards ceremony in the Sun City Superbowl on Saturday 8 June 2002.

The Roger Garlick Award for Media Strategy was presented to Karen Bailey and Marisa Torrani of Take Television in recognition of an excellent media strategy for Damelin's Open Day, "Big Brother" campaign.

This is the second consecutive year that the Bailey/Torrani duo has won the Roger Garlick Media Strategy Award. In 2001 they won the award for a Permanent Bank campaign under the banner of their other company, Cinevation.

The Roger Garlick Youth Award was presented to Ilan Lazarus of MediaCoordination in Cape Town for his Robben Island campaign.

Although the Roger Garlick Youth Award was launched three years ago, Ilan is the first entrant with less than five years experience to be honoured with the Youth Award.

The judges decided not to present a Roger Garlick Award in the Media Innovation category this year.

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