

NEPAD video scoops international awards

The NEPAD e-Africa Commission video promotion received both a Gold and a Silver at the 2006 New York Global Conference and Awards Show, organised by Promax & Broadcast Designers Association (BDA) World Awards. Held this year 21 - 22 June, the Promax Awards are globally recognised as the highest accolade for creative professionals within the television promotion and marketing industry.

The video promotion, which runs on more than 20 DStv channels, was awarded Gold in the Cable and Satellite Systems "Special Project" category. The promotion received Silver in the Broadcast Television Station, "Public Service Announcement (PSA)" category. The promotional stunt was developed in collaboration with MultiChoice Africa and produced by Studio Zoo.

Nolo Letele, CEO of MultiChoice South Africa said, "I am delighted that this promotion has received such impressive recognition internationally. We see NEPAD as our key partners in Africa and are committed to supporting them in the development of the continent. Raising awareness of important projects such as e-schooling is fundamental to demonstrating the progress that is being made."

Says Dr Henry Chasia, executive deputy chairperson of the NEPAD e-Africa Commission, "The promotion, which is part of the NEPAD e-Africa Commission communications strategy, has elicited very good and positive feedback from a wide range of audiences in Africa and beyond."

"It has helped to raise and sustain the profile of NEPAD and its partners in their joint efforts to equip the young people of the African continent, with skills to participate fully in the information age and knowledge-based economy."

Promax & BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. The Awards are judged by an international panel of promotion and marketing professionals, based on three criteria: overall creativity, production quality and results in achieving marketing objectives.

The NEPAD e-Schools Initiative, which is managed by the NEPAD e-Africa Commission, also received the Global Intelligent Community Visionary of the Year 2005 award at the Intelligent Community Forum conference on 14 June 2005 in New York, USA.