

## 2011 Roger Garlick Award finalists revealed

Of the record 64 entries received and after an intense judging process, only eight campaigns have made the finalists list in the 2011 Roger Garlick Award, the Advertising Media Association of South Africa (AMASA) announced on Monday morning, 11 April 2011. Winners will be announced at the annual *AdReview* awards evening on Wednesday 20 April.

"The most entered category this year was 'Out of Home', followed by 'Multiple/Mixed Media' - not surprising as digital platforms are rapidly securing an integral role in media mixes across the board," said Wayne Bischoff, AMASA's Roger Garlick Award portfolio head.

### All the finalists

Agency	Campaign	Category
Carat/Isobar	adidas World Cup	Best use of new media
Carat/Trigger/Viseum	Cell C Photocode	Best use of mixed media
The Jupiter Drawing Room (Cape Town)	Skip Black & White	Best use of magazines
The Jupiter Drawing Room (Cape Town)	Hyundai Giant Vuvuzela	Best use of out of home
Mindshare	MTN Business One Rate	Best use of newspapers
Mindshare	Gautrain Demonstration of speed	Best use of radio
Ogilvy Johannesburg	Exclusive Books Stirrers	Best use of out of home
Ogilvy Johannesburg	Exclusive Books Peepholes	Best use of out of home

This year's judges were Ashley Rametse (The MediaShop), Celia Collins (The Starcom MediaVest Group), Fahmeeda Cassim-Surtee (Oracle Airtime Sales), Geoff Whyte (Snackworks), Ian Manning (MediaCompete), Taryn Hood (Mindshare), Nikki Cockroft (Primedia Online) and Tony Koenderman (*Finweek*), chaired once again by Frank Tilley (Frank Tilley Consulting).

AMASA continues its partnership with Oracle Airtime Sales, as its lead sponsor of the Roger Garlick Awards, and event partner *AdReview*, headed by industry veteran Tony Koenderman.