

Get Foozi creative in design challenge

The Great Foozi Agency Challenge is both a design and gameplaying competition which encourages all media, advertising and design agencies to design branding for a Foozi table and/or enter their team in the Foozi Doubles Team-Play tournament. Sponsored by Foozi, together with online media partner Bizcommunity.com, the competition will culminate in an evening of creativity, fun and sportsmanship at News Café, Fourways, Johannesburg, on 15 October 2009.



The design competition, which closes on 30 September 2009, is for the best design for a Foozi table, bearing in mind the dynamics of the media platform.

Explains Damon Freeman, chief negotiator, marketer and overall nice guy of Foozi Gaming, “Our own Foozi tables are high-quality, patented and free-to-play foosball tables that we place in high-traffic bars, universities, colleges, taverns, community centres and other social gathering areas throughout South Africa, to garner the attention of the mass youth market.

"Designed to be fully branded"

“Foozi tables are specifically designed to be fully branded and provide the ideal advertising vehicle for marketers aiming to get their message across to LSMs 5-10, between the ages of 18 and 30.”

The top six designs will be branded onto Foozi tables.

“These six tables will then be used for the foosball competition and the winning design will be selected by the guests at the event. The winner will be crowned as the top Foozi Design Agency and will receive their own Foozi table, branded with their design, another Foozi table for the children's charity of their choice and other prizes,” continues Freeman.

Foosball competition

The tournament is a foosball competition, where agencies can enter one or more doubles teams that will compete against

other industry teams to take top honours. The champions will receive a Foozi table for their agency, another table to donate to a children's home of their choice and other prizes.

Entries for the play-off close on 12 October or when all available places are taken. Registration will be from 6pm on 15 October at News Café, Fourways, Johannesburg.

Agencies can enter designs and register teams on www.foozi.co.za/foozichallenge.

For more, visit: <https://www.bizcommunity.com>