

AMASA launches Roger Garlick Award ad campaign

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The Advertising Media Association of South Africa (AMASA) has launched a striking advertising campaign to maximise awareness and motivate the marketing, advertising and media fraternity to enter outstanding media ideas into the Roger Garlick Awards for 2006.



The brainchild of creative agency Herdbuoys McCann, the theme centres on small, and sometimes large, disasters that may occur when a consumer is completely distracted by a brilliant media idea or advertisement. Featuring four different executions, one shows a visually distraught woman sitting on her kitchen floor surrounded by broken dishes. The copy says it all: "It's your fault for flighting a condom recall ad on April Fool's Day."

In another, two men are in a gym, the one attempting, and failing, a bench press while desperately trying to lift the weight from his chest. His mate is completely absorbed elsewhere and oblivious to his partner's calamity. The copy relays, "It's your fault for suggesting naked joggers in the gym to promote the latest men's trainers."

"The idea behind the campaign," says Brad Aigner, head of AMASA's Roger Garlick Award portfolio, "is to illustrate that brilliant media ideas can cut through the hundreds of media messages consumers are exposed to daily. We are looking for striking and innovative campaigns that not only get the message across in a unique way but include a call to action and provide results for the advertisers."



Primedia Unlimited subsidiary, The Letter Corporation; The Newspaper Advertising Bureau (NAB) and Financial Mail have agreed to flight the ads in support of AMASA's Roger Garlick Award campaign.

Entries for the Roger Garlick Award close on the 24 February 2006 - at least two original, as well as eight duplicate copies of entry forms and motivations must be submitted with each entry. Only two copies of supporting material are required. The cost of entry is R550.00 (inclusive of VAT). Entries and entry fees should be delivered to Owlhurst Communications: 12 River Road, Rivonia.

For more information on the Roger Garlick Award and to view the Rules and Regulations, visit AMASA's website at www.amasa.org.za

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