

AMASA announces 2007 Roger Garlick Award judges

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The Advertising Media Association of South Africa (AMASA) has tasked leading industry experts to take on the role of judging the 2007 Roger Garlick Award. Judges will need to evaluate each entry on the following criteria: communication goals reached, media strategy, creative execution, integrated/harmonised effect and overall value for money economy.

The judging panel for the 2007 Roger Garlick Award is: Brian McMillan, Oracle (Chairman); Lucinda Dare, FCB; Wicus Swanepoel, NotaBene; Ken Varejes, Primedia Unlimited; David Selikow, Herdbouys McCann-Erickson; Andrew Maluleka, SABC; Marisa Torrani, Cinevation and Brian Olson, General Motors.

Finalists will be announced at AMASA's AGM on the 4th April, and winners at the prestigious AdFocus Awards, hosted by media guru, Jeremy Maggs on the 21st May.

Entries close on 23 February! For more information on the Roger Garlick Award and to check out the Rules and Regulations, visit AMASA's website at www.amasa.org.za

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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