

# Time running out for AdFocus Awards

Agencies have two weeks left to submit their entries for the 2012 AdFocus Awards. The deadline is Friday 31 August.



There are six agency of the year categories: advertising, branding & design, digital, media, African network and specialist. Questionnaires have been amended this year. Unlike most awards, which reward new accounts, this year's AdFocus will also recognise retained business.

The African network award is no longer restricted to advertising but is open to networks in all AdFocus categories.

There are four awards for individuals: lifetime achievement, newsmaker, agency leader and New Broom for young talent. And then there is Partnership of the Year; a joint entry by agency and client.

Once again, the judging process will be audited by Deloitte.

The AdFocus jury is chaired by Michelle Meyjes, CEO of the MEC media group. She will be joined by Reinher Behrens, former group CE, McCann Worldgroup; Nikki Cockcroft, chair, Digital Media & Marketing Association; Gaby de Abreu, creative director, Switch Design; Xolisa Dyeshana, creative director, Joe Public; Fran Luckin, executive creative director, Ogilvy Jo'burg; Mzamo Masito, food brand-building vice-president, Unilever; Sandile Ndzekeli, CEO, Exp SA; Gordon Patterson, group MD, Starcom Mediavest; Matt Ross, executive creative director, King James; Bernice Samuels, chief marketing officer, FNB; Justin Spratt, CEO, Quirk digital; Charl Thom, group MD, FoxP2; Ashantha Thompson, MD, Grid Worldwide Branding; and Ken Varejes, CEO, Primedia Unlimited.

Meyjes, Patterson and Varejes will sit on a separate panel for the media agency award, with Linda Gibson, CEO, Ads24; Cindy Diamond, national sales manager, Radmark; and Tshifhiwa Mulaudzi, SABC TV sales GM.

AdFocus Awards entry forms and questionnaires are on the website, [www.adfocus.co.za](http://www.adfocus.co.za). If you have questions, e-mail [fmadfocus@fm.co.za](mailto:fmadfocus@fm.co.za) or call Karenn Hauser on +27 (0) 11 280 5881. Winners will be announced on 28 November.

Source: *Financial Mail* via I-Net Bridge

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