

SA's sexiest media planner

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Implementation Buyer and Planner Traci Hampel is the inaugural winner of FHM's campaign to find the country's sexiest media planner.

The 37 year old Starcom employee was announced at a celebrity-studded bash on Saturday 31 May at Monsoon Lagoon to celebrate the release of the FHM 100 Sexiest Women in the World 2003 poll brought to you by Alfa Romeo.

Hampel was especially pleased that she had clinched the title, FHM's Sexiest Media Planner in South Africa, in her 30's. In this, she is joined by FHM's Sexiest Woman in the World Halle Berry who at 34 became the oldest winner of the international poll.

Comments Hampel "I haven't yet come down to earth. It feels absolutely amazing to be a mature woman, not a girl, and take this industry accolade. Thanks to absolutely everybody inside and out of Starcom who voted for me".

Hampel's MD Gordon Patterson praised her for being "a babe with a figure who's good with figures and other media mumbo jumbo. We're naturally delighted - we love assets! Traci is our very own, very stunning smart blonde".

As part of her prize, Hampel will get the full star treatment and be made to feel as special as any of the glamorous female celebrities who regularly feature in the magazine: an exclusive FHM photo shoot with stylist and make-up artist, a day of pampering at the spa, a hamper from Alfa Romeo and a cash prize of R5 000. "It's an element of fun that activates the essence of the 100 Sexiest brand directly into the minds of agency folk," says publisher Kim Browne.

Hampel's photo shoot will appear in an upcoming edition of PinUp, FHM's glossy monthly trade marketing newsletter.

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