

# Enter the 2004 Roger Garlick Award now!

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The deadline is looming for this year's Roger Garlick Award, an initiative of the Advertising Media Association of South Africa (AMASA). Friday 27 February 2004 is D-day for entries, so make sure you're not left out of the running.

In 2004, the judges are looking to honour innovation and creativity backed by a sound strategy. Although not mandatory, post campaign results will assist in motivating entries.

If you're pushing the limits of innovative use of media, make sure your creative genius and pioneering media plans are recognised by the industry. The winner will be rewarded with the Roger Garlick floating trophy and wing their way to the Cannes International Advertising Festival in June 2004, compliments of this year's sponsor Oracle Airtime Sales.

The cost per entry is R350.00 excl VAT. For more information and to check out the rules and regulations as well as the entry form, visit the AMASA website at [www.amasa.org.za](http://www.amasa.org.za) or call Kevin Kirby on 011 807-2111.

## Editorial contact

Owlhurst Communications cc

Karen Wright

T: 011 884 2559

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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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