

# Oracle Airtime Sales sponsors 2005 Roger Garlick Award

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The Advertising Media Association of South Africa (AMASA) recently announced that Oracle Airtime Sales will once again be the main sponsor of the 2005 Roger Garlick Award.

This year, judges will be looking to award innovative media ideas or campaigns. The panel will be seeking campaigns or stunts that engender target market receptivity as well as creative use of media. Although not essential to entries, results, sound strategy, consumer insights and proven return on investment, will add credence and are welcome.

"Oracle Airtime Sales is delighted to once again sponsor the prestigious Roger Garlick Award, an initiative that recognises innovation and the encouragement of innovative media ideas. We are proud to support the Roger Garlick award as an initiative that recognises innovation and those individuals who are as passionate about the industry as we are," says Oracle CEO, Peter Mackenzie.

If you haven't entered yet, do it now and stand the chance to be recognised by your peers. The winner will receive a floating trophy and the opportunity to attend the Cannes International Advertising Festival in June 2005, compliments of Oracle Airtime Sales, who wish all the entrants the best of luck.

The final deadline for entries is Friday 25 February; so don't be left out in the cold! The cost of entry is R500.00 (inclusive of VAT). Entries and entry fees should be delivered to Owlhurst Communications: 39 Hamilton Ave, Hurlingham, Sandton.

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](http://www.amasa.org.za) or call Joanne Scholtz on 011 301 1608 or email for more information.

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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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