

# Third year running, the AMASA Awards 2016 are open for your media innovation entries

Issued by [Amasa](#)

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It's with much excitement that awards season is upon us as we can look back on a whirlwind year of briefs, creativity and innovative execution. Into its third year, the AMASA Awards is back to celebrate and share even higher standards of work, innovation, executions, trends and strategy within the media and advertising industry.



In comparison to other complementary awards ceremonies, the AMASA Awards celebrate 'all-rounder' media campaigns which are based on sound insights, underpinned by great ideas, followed through with perfectly executed strategy to achieve outstanding and measurable results - all the while celebrating INNOVATION!

The AMASA Awards entries are now open as the association calls to all media practitioners countrywide to share their best work implemented between 1 July 2015 - 30 June 2016, in order to inspire the industry as a whole and give their media ideas and campaigns a longer shelf life.

This year the categories see a new comer to the list, with the addition of the Best Trade Marketing Campaign. "Primarily for media owners the 'Best Trade Marketing Campaign' seeks to celebrate the exceptionally creative trade campaigns typically targeting media agencies and clients direct," explains Wayne Bishop, head of the AMASA Awards portfolio. "We hope teams make use of the new category as well as the various others to help share and celebrate great, innovative work done over the past 12 months."

The overall best campaign will remain the renowned title winner of **The Roger Garlick Grand Prix** who will have their work submitted into the international Festival of Media Awards sponsored by AMASA. The **Ignition Award** introduced in 2013 is aimed at students' work also remains as the association encourages young, budding marketers to share their fresh conceptual campaigns.

Watch our [call to entry video](#). For a list of the categories and to enter please visit the [AMASA Awards online](#).

## How to enter:

Agencies, media owners and all marketers can complete the AMASA Awards form found on the AMASA [website](#). Supporting visuals or links to videos can be directly added to entry forms. Entrants are welcome to enter the same entry into various categories if they wish subject to making two entry payments. As always, campaigns entered should be authentic, signed off by the respective client and entries should indicate how the campaign delivered on the quantifiable goals set and generated sound commercial results.

Entries open on Wednesday, 17 August and will close on 16 September 2016. A new judging panel, led by industry representatives will shortlist the entries post the deadline, who will be announced closer to the ceremony which will take place in October at the **AMASA Awards Gala Evening**.

Cost to enter is R1400 including VAT. All entries to be accompanied by proof of payment. Banking details are on the entry form. For any award criteria, entry forms and further information please visit [www.amasa.org.za](http://www.amasa.org.za) or email [wayne.bishop@phdnetwork.co.za](mailto:wayne.bishop@phdnetwork.co.za)

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