

Bizcommunity to amplify *Financial Mail* AdFocus Awards

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Attention ad lovers - diarise Wednesday, 23 November, at around 6pm to follow Bizcommunity's tweets, to reveal which ad agencies will have walked away from this week's *Financial Mail* AdFocus Awards with the coveted Agency of the Year titles.



As usual there is much anticipation as to who will get to own categories such as large-, medium-, small-, media-, specialist-, PR, etc. for 2016.

According to the organisers, the annual awards not only award the best of the best in the industry, but are also a reflection of the industry itself.

Ann Nurock, Africa partner at Relationship Audits and former CEO of Grey South Africa/ Canada, will cover the event on Bizcommunity's behalf. Nurock says you can't underestimate the importance of these awards in terms of their reputation-building benefits and new business enquiries.

This year, the new Public Relations category replaces Branding & Design, whose agencies now compete for the Specialist award. Also new this year is the sponsorship of the Partnership of the Year Award of a R100,000 of client-agency performance measurement consultancy by new sponsor, The Observatory International.

Financial Mail AdFocus Awards categories and shortlist:

Large Advertising Agency

FCB Johannesburg
Joe Public
M&C Saatchi Abel
Ogilvy & Mather Cape Town

Medium Advertising Agency

Avatar
Havas Worldwide
Net#work BBDO

Ofyt
The Jupiter Drawing Room Cape Town

Small Advertising Agency

FoxP2 Cape Town
House of Brave
Openco
Riverbed

Media Agency

Alphabet Soup
Initiative Media
Mediology
PHD
The MediaShop

Specialist Agency

Actuate
Demographica
Grid
Playmakers

Public Relations

Burson-Marsteller
Joe Public Engage
Ogilvy PR

Digital

Hellocomputer
Native VML

Partnership of the Year

FCB Johannesburg & Toyota
King James & Santam
M&C Saatchi Abel & Heineken
The Hardy Boys & SA Home Loans

Student of the Year

Carina Bonse, Red & Yellow School
Carel Pretorius, Stellenbosch Academy of Design & Photography
Michelle van Sittert, Stellenbosch Academy of Design & Photography

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