

AMASA hosts Graham Warsop in June

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The Advertising Media Association of South Africa (AMASA) proudly presents Graham Warsop. Members of AMASA, media owners, agencies and marketers are invited to join this creative legend on Thursday, 7 June.

Graham Warsop is Group Chairman of The Jupiter Drawing Room and the Chief Creative Officer of The Jupiter Drawing Room (Jhb). The agency was awarded Agency of the Year 2007 at both the AdFocus and AdReview award ceremonies.

A legend in this industry, Graham Warsop has spent the last twenty years at the coal face - conceptualising and executing award-winning advertising. Today he is recognised as one of the world's most awarded print creative directors.

He recently presented a global advertising campaign for newspapers to the World Association of Newspapers Board. The presentation examined the great tradition newspaper advertising holds in building brands for a wide range of blue chip companies.

In his talk, he will address the following issues on newspaper advertising -

- why is this tradition passing into history?
- why are the unique advantages of newspapers being ignored
- why, in the creative department of an ad agency, is magazine advertising prized so much more highly?
- With unerring insight and a wealth of experience, Graham Warsop will offer answers to these questions and give advice on how the newspaper might attract the world's best brands back to its pages.

"Whatever happened to the newspaper ad?" is presented Thursday, 7th June 2007 at the JSE, 1 Exchange Square, Gwen Lane, Sandown at 16h00 for 16h30.

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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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