

# AMASA announces judging panel for 2005 Roger Garlick Awards

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The Advertising Media Association of South Africa (AMASA) has announced its judging chairman and panel for the highly coveted, 2005 Roger Garlick Awards.

Chris Brewer, Managing Director of IMS Media has been elected as Chairman of the 2005 Roger Garlick Awards. "Chris is one of the industry's key players with extensive media experience and knowledge, we look forward to his participation in the 2005 Roger Garlick Award," comments Joanne Scholtz, AMASA Roger Garlick committee.

Judged by a panel of leading industry experts, other members of the jury include:

- Gerry Human - Executive Creative Director, Ogilvy JHB
- Paul Wilkins - CEO, MediaCompete
- Debbi Dale - Communication Channel Head, Unilever (client)
- Sue Walker - Media Director, TBWA Hunt Lascaris
- Melanie Walter - Media Director, Starcom
- Angel Jones - Creative Director, Morris Jones & Company
- Dimape Serenyane - Strategic and Planning Director, Herdbouys McCann
- Kim Thipe - Marketing Director, Y-FM

Judging for the 2005 Roger Garlick Award, will focus on 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.

Compliments of the official 2005 Roger Garlick Sponsor Oracle Air Time Sales, this year's winner will attend the Cannes International Advertising Festival in June 2005.

Entries need to be submitted by no later than 25 February 2005. Cost of entry into the 2005 Roger Garlick Award 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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