



THE AMASA AWARDS 2018 ENTRY FORM

ENTRIES OPEN: 1st August 2018
ENTRY DEADLINE: 31th August 2018

ENTRY MECHANISM

Please fill out the form below and email all supporting document, video and entry form to amasa.awards2018@gmail.com

GENERAL AMASA AWARDS FORM

AGENCY NAME*

ADVERTISER*

PRODUCT / SERVICE*

NAME OF CAMPAIGN BEING ENTERED*

CATEGORY, SELECT ONLY ONE OPTION

For descriptions of each category click [here](#)

- BEST TRADE MARKETING
- BEST PRO BONO CAMPAIGN
- BEST USE OF A SMALL BUDGET (<R150K)
- IGNITION AWARD FOR STUDENTS **(STUDENTS ONLY)**
- BEST INTEGRATED CAMPAIGN: FMCG
- BEST INTEGRATED CAMPAIGN: TRANSPORT
- BEST INTEGRATED CAMPAIGN: B2B
- BEST INTEGRATED CAMPAIGN: FINANCIAL
- BEST INTEGRATED CAMPAIGN: PUBLIC SERVICES
- BEST INTEGRATED CAMPAIGN: TRAVEL, ENTERTAINMENT & LEISURE
- BEST INTEGRATED CAMPAIGN: RETAIL (INCLUDES E-COMMERCE & QSR)
- BEST INTEGRATED CAMPAIGN: MEDIA
- BEST INTEGRATED CAMPAIGN: OTHER CONSUMER GOODS (INCLUDING DURABLES & TELCO)
- BEST BRANDED CONTENT CAMPAIGN
- BEST EXPERIENTIAL/EVENT CAMPAIGN
- BEST ONLINE CAMPAIGN
- BEST SOCIAL MEDIA STRATEGY
- BEST USE OF MOBILE
- BEST USE OF TECHNOLOGY/DATA
- BEST SPONSORSHIP
- BEST CONTRIBUTION BY A MEDIA OWNER
- BEST TACTICAL USE OF MEDIA

NAME OF INSTITUTION

ADVERTISER

PRODUCT / SERVICE

NAME AND CONTACT DETAILS OF LECTURER / HEAD OF DEPARTMENT

SIGN OFF BY LECTURER / HEAD OF DEPARTMENT

GENERAL ENTRY REQUIREMENTS:

NAME OF PERSON SUBMITTING THE ENTRY *

TELEPHONE NUMBER:*

DESIGNATION*

EMAIL*

Names of people / partner agencies who had significant input in the work submitted (Persons Name/Company/ Position)*

Please Check

I have read and hereby agree to comply with the entry rules for the Roger Garlick Award, as posted at www.amasa.org.za

CHECK LIST

Payment made @R1 700.00 per general entry (excluding VAT)

Payment made @R800.00 per Ignition Award (excluding VAT)

Campaign signed off by client and flighted between 1 July 2017 and 30 June 2018*

TOTAL PAYMENT MADE*

ENTRY MOTIVATION

Excessive wordage will penalize your entry

1. Objective (50 words)*

2. Insight (50 words)*

3. Idea (50 words)*

4. Strategy, execution and roll-out (300 words)*

5. Results (50-100 words)*

SUPPORTING DOCUMENTS

1. We will accept a maximum of five supporting documents per entry, excluding the entry form and client letter. These can include photographs, sound bytes, pdf documents as well as videos to support your entry. Entrants are encouraged to submit a supporting video entry to accompany their entry form but this is not a requirement.
2. If you have any URLs for Youtube video links, please be sure to add this to the entry form
3. Email your award entry form, together with your support documents to amasa.awards2018@gmail.com
4. Please construct the subject of the email as follows: ENTRY - (Category) / (Campaign name)

ROGER GARLICK GRAND PRIX

Please note that the overall best campaign entered in any category will be awarded the famous Roger Garlick Grand Prix. The winner of the Roger Garlick Grand Prix will have their work entered into the international Festival of Media Awards sponsored by AMASA

IGNITION AWARD

The IGNITION AWARD is open to all media and advertising students currently enrolled at a tertiary institution. While the entry fee is discounted, the entry requirements remain the same.

INVOICES

1. Cost per entry is R1 700.00 per general entry, excluding VAT.
2. Cost per Ignition Award entry is R800.00 per entry, excluding VAT.
3. For invoices, please contact Natalie Card at Cinevation on natalie@cinevation.co.za

BANKING DETAILS

Account Name: MASA Media Association of South Africa (yes, MASA!)
Branch: Nedbank, Killarney
Account Number: 1916 033 822
Branch Code: 19-16-05

Please clearly identify your company and campaign as a beneficiary when completing an EFT payment for the AMASA AWARDS

DATES

1. Deadline for entries: midnight 31st August 2018. No exception.
2. Winners will be announced at the AMASA Awards Gala event on the 10th October 2018.
3. More information on the AMASA Awards, visit www.amasa.org.za
4. For general queries please email amasa.awards2018@gmail.com