

2008 Roger Garlick Award finalists in the media spotlight

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The vote is in! At AMASA's AGM, finalists for the 2008 Roger Garlick Awards were announced as follows:

- In the category *Best Use of Television* – Graeme Taylor-Warne at Zoom Advertising for Pep clothing stores
- In the category *Special Events/Stunts* – Erik Warburg at Integrator for Unilever, Omo
- In the category *Best use of New Media (web and mobile)* – Caree Ferrari at Ogilvy for Cliff Jennings (Idols 4)
- In the category *Best use of Magazines* - Claire Herman at Mindshare for KFC Twister
- In the category *Multiple/Mixed Media* – Tracey-Anne Cobey at Mindshare for M-Net's Ugly Betty
- In the category *Best use of Magazines* – Claire Herman at Mindshare for SAB Miller, Brutal Fruit
- In the category *Multiple/Mixed Media* – Amaleya Goneos at Starcom for Proctor & Gamble, Olay
- In the category *Best use of Television* – Amaleya Goneos at Starcom for Proctor & Gamble, Body on Tap

“This year's judging panel was strict in the sense that they were very specific on awarding campaigns finalist status only if they had met the required criteria,” says Brad Aigner, AMASA Deputy Chairman and Head of the Roger Garlick Award portfolio.

“After much debate, it was clear that these eight entries had made use of the media space creatively and exhibited strong strategy which tied back to the original consumer insights, as laid out in the initial objectives.”

The panel consisted of judging chairman Frank Tilley (The People Group); Gordon Patterson (Starcom); Andy Rice (Yellowwood); Agnes Peter (The Inc); Fahmeeda Cassim-Surtee (Oracle Airtime Sales); Alison McKee (Aramis); Tony Koenderman (Finweek) and Brad Aigner (FGI).

Sponsored by Oracle Airtime Sales, the 2008 Roger Garlick Award and AMASA Gold winners will be announced at the prestigious AdReview awards ceremony on the 24th April.

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