

AMASA announces the 2004 Roger Garlick winner

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The Advertising Media Association of South Africa (AMASA) is proud to announce advertising agency King James as the winner of the prestigious Roger Garlick Award 2004, in recognition of Devin Kennedy's creative and inventive Cape Argus "Classified Call-in Campaign".

Courtesy of this year's sponsor, Oracle Airtime Sales, Devin will be jetting off to France to attend the Cannes International Advertising festival in June 2004.

King James was briefed to demonstrate that placing a classified ad in the Cape Argus would elicit an overwhelming response. The agency developed a radio campaign, which used the medium in an unconventional yet highly effective manner. The ads were disguised as actual phone-ins during Bradley Knight's weekly 'Shout-out' dedication programme on Good Hope FM.



Featured from left to right: Devin Kennedy, of King James, Alistair King of King James and Karen Bailey, Chairperson of the Advertising Media Association of South Africa and Director of Cinevation.

The media space was used in a manner previously unheard of or allowed by the respective media owners. Ultimately, with the station's co-operation, King James arranged for a number of people to call in and integrate the advertising message into their dedications. The advertising therefore came across to listeners as the callers' real-life experiences, avoiding the traditional advertising clutter.

This innovative use of radio was unusual and extremely impactful, resulting in a substantial increase in classified placements in the two months following the campaign.

Other finalists in this year's awards were:

- Pepe Marais, Joe Public for NGO Habitat for Humanity's tactical print campaign.
- Jonathan Commerford, King James for Indigo Cosmetic's Gravity magazine campaign.
- Rob McLennan, Lowe Bull for the innovative magazine campaign for People Opposing Women Abuse (POWA).
- Eve Pennington, TBWA Hunt Lascaris for BMW 'Bixenon Lights' cinema commercial.

For more on the winner and finalists, visit www.amasa.org.za.

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