

New dates set for Maputo Advertising Festival

The 9th Maputo International Advertising Festival, which was postponed due to the fact that the necessary financial conditions for the Festival were not obtained, and the fact that by 15 May there were less than 100 entries, has now been scheduled for 9-11 September 2014.



The festival, organised by AMEP (the Mozambican Association of Marketing, Advertising and Public Relations Companies) aims to promote advertising activity through recognition of the quality of the advertising and institutional work exhibited and distributed, awarding prizes to those pieces which, because of their creativity and originality, make a contribution to the international advertising market.

The 9th Maputo International Advertising Festival is open to all advertising agencies and producers from any part of the world.

Competing works will be from the areas of TV/Cinema, Radio, Print/Poster/Billboard and the internet. Their rationale should be advertising, either of producer and consumer goods, services, companies or institutions. They should be signed by existing products, services, companies or institutions and they must have been intended for display and distribution.

Pieces that were created and can be proved to have been displayed between 1 April 2013 and 3 July 2014 will be accepted. Works may be submitted to the competition, through payment of the respective fee, between 1-25 August 2014.

Award categories

There are two categories of Awards - the Shell Awards and the Technical Awards.

Shell Awards

- Golden Shell, Silver Shell and Bronze Shell for each of the media - TV/Cinema, Radio, Print/Poster/Billboard, Internet Site, Internet Banner and Internet Promotion.
- Grand Prix TV/Cinema Awards
- Grand Prix Radio Award
- Grand Prix Print, Poster and Billboard Award
- Grand Prix Internet Award

For all the media in the competition, the advertising works should be registered in one of the following categories:

Category 1 - Food, Drink and the Hotel Industry

Category 2 - Audio-visual and electronic products, goods for equipping, maintaining and decorating the home/office

Category 3 - Personal and hygiene articles

Category 4- Culture and Free time

Category 5 - Automobile and Various services

Category 6 - Campaign

Category 7 - Integrated Campaign

Category 8 - Social Responsibility

Technical Awards

In the Category of Technical Awards, only one prize will be awarded to the winner in each of the categories below. In this competition there are nine categories (four in media, three in video, and two in radio). The works competing must obligatorily mention the names of the professionals involved.

The candidate pieces may be presented by agencies and by producers and only by these.

Submission of the piece to the competition should be accompanied by a technical information note explaining the method and the technique involved. The presentation of this note is optional and not obligatory.

Categories of Technical Awards:

In print media

- Best Artistic Direction (awarded to the best work of visualisation, best layout (which involves the choice of typography, image, balance of the elements)
- Best Copy
- Best Photography - Digital Manipulation (when there is also post-production digital work).
- Best Illustration (manual, digital and 3D)

In video

- Best Direction
- Best Photographic Direction
- Best Sound Design

In radio

- Best Sound Design
- Best Jingle

The Grand Prix for each of the media will be attributed to the best advertisement among all the Golden Shell Award awarded to that media. Each Award corresponds to a Trophy and a Diploma.

For more, go to www.festivalmaputo.com