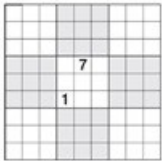


# First contenders in Times Press Challenge

The first entries for the 2014 Times Press Challenge, in association with the Loeries, have been received from Ogilvy CT for John West Tuna, OFyt for the Houghton Hotel and FCB Johannesburg for Toyota, winning free placement in the newspaper.

The Times editor, Stephen Haw selected the adverts because of their news relevance and wit. "Two of the three entries placed took a stab at the Jay Z and Solange lift incident. Both Toyota and Hilton were able to turn the confrontation into a clever brand awareness campaign for themselves," said Haw.



## Free ad placement

Now in its second year, the competition gives creative minds the opportunity to execute tactical, fast turnaround print ads for their clients in the hope of winning a free full page, full-colour placement in The Times newspaper. Nineteen free ads, valued at R79,000 each, will be given away between 12 May and 12 June 2014.



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"Print has become one of the most effective tactical advert placement mediums in South Africa. The first ads chosen for placement are perfect examples of how the respective agencies used trending news articles to generate awareness for their client," said Trevor Ormerod, Times Media

Group, GM, Group Sales.

## Entry into the Loeries

Every ad run as part of this Creative Press Challenge will also receive a free entry into the Loeries, where it stands a chance to win the overall prize for best ad in the Newspaper category and secure The Times advertising account for its 2015 Loeries campaign.

For the first time, The Times will be running a poll on [www.tmadroom.co.za](http://www.tmadroom.co.za) where all ads entered into the campaign will be showcased for public voting. Haw will profile the art director and copywriter of the agency of the top voted ad in The Times. They will also win R2000 respectively in vouchers respectively.



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