

Countdown to Sake24 Financial Ad of the Year

One of the few newspaper competitions to run without a sponsor, Sake24's Financial Advertisement of the Year competition has garnered 10 entries, with the overall winner to be crowned on Wednesday, 7 November 2007.

"Sake24's rationale for holding the competition stems from its belief in the importance of accurate and good communication as a crucial part of effective corporate governance," explains Charles Naudé, national editor of *Sake24*, the business section found in *Beeld*, *Volksblad* and *Die Burger*.

All financial results announcements published in South African newspapers are automatically entered into the competition. Winners are announced monthly. Advertising agencies who produced the advertisements are also eligible for a prize.

Entries undergo a rigorous evaluation process conducted by two independent panels. Prof Herman de Jager from the University of Pretoria heads the group that evaluates the content of submissions according to a strict set of auditing standards.

Presentation also plays a role in the competition. This component is judged by Prof Ronel Rensburg. "Financial results advertising is no longer simply a reporting function required of any listed company, but also a marketing activity," says Naudé. "Financial results are read by potential investors, future employees and other important decision makers."

"This annual competition has been running since 2000 with the quality of entries improving dramatically over the years," concludes Naudé.

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