

## Brandhouse recognises media innovation

Liquor brands company brandhouse will hand out the inaugural Media Innovation Awards trophies to recognise innovation and creativity in the radio, print, outdoor, and television and cinema industry, on 6 July 2005.

brandhouse, established on 1 July 2004, combines Diageo, Namibia Breweries Limited and Heineken. Its portfolio of brands includes J&B, Bell's, Smirnoff, Johnnie Walker, Heineken, Windhoek, Guinness, Baileys, Bertrams VO, Tanqueray, Gilbey's, Captain Morgan Spiced Gold and Black Label, and Jose Cuervo.

Among those publications nominated in the print category is Blink Magazine for Johnnie Walker product placement, The Property Magazine for Johnnie Walker z-fold, FHM for the FHM Calendar sponsored by Heineken and an array of magazines for innovative editorials on Archers Schnapps cocktails.

In the television category, nominees are etv for Baileys 'On Ice' sponsorship, Oracle Airtime Sales for innovative rugby sponsorship, Oracle Innovation for the 'Best of Scotland' series, and SABC Airtime Sales for 'Bells Olympic Highlights' package on SABC2.

Radio nominees are Primedia for the 'Guinness Draught St Patrick's Day promotion' on KFM / 702 / Highveld, SABC Radio Active for the 'Archers Aqua Hottie of the Day' sponsorship on 5FM, and YFM for re-inventing the proprietary 'Smirnoff Red House Show'.

Outdoor nominees are Wide Open for Cape Town's biggest and most impressive neon billboard for Johnnie Walker on the Foreshore, as well as for the Johnnie Walker Iconic billboard on Nelson Mandela Bridge, and Dreams of Fire for the groundbreaking Smirnoff Red burning billboard for 'Smirnoff Experience' in Johannesburg.

There will be a winner in each category, as well as an overall winner amongst the four.

Ross Sergeant, Communication Channel Planning Manager at brandhouse, says: "This event serves as the key opportunity to reward media owners for their partnership and collaboration in making our ideas come to life.

"Holding such an award ceremony is one of our many ways of driving for media innovation in South Africa."

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