

PR partnership to promote Maputo Advertising Festival

South African PR company HMC Seswa Corporate Communications is the PR partner for the Associacao Mocambicana De Empresas De Marketing Publicidade (AMEP), organisers of the annual Maputo International Advertising Festival, based in Mozambique, it was announced last week. The purpose of this alignment is to highlight advertising creativity in South Africa and in Africa in general.

Although this is only the second year of this festival, the first year's competition saw not a single entry from South Africa.

"One of the key factors behind this business relationship is to ensure South African entries in the competition this year," says Johanna McDowell, MD of HMC Seswa, "... [and] it is in line with our strengths in the advertising industry in South Africa."

This year's entry deadline is the end of April 2007, with judging taking place during May in Maputo along with the festival.

Competition submission categories include: TV/Cinema, radio, print, poster, billboard, Internet site, Internet banner, Interr promotion, campaigns and integrated campaigns.

A jury, chaired by the renowned Angolan Jose Guerreiro, will be set up of 10 professionals from Mozambique and other countries to judge the pieces submitted to the competition, and allocate prizes, after producing a shortlist.

Winners and finalists will be selected based on originality and effectiveness in communicating the objectives. Award winners will be announced at a ceremony on 30 May 2007 at the Hotel Avenida in Maputo.

AMEP is an event organiser based in Mozambique headed by advertising guru Mario Ferro of Ferro and Ferro, a business partner of McDowell's for over 15 years and also chairman of AMEP.

Entries can be submitted in Maputo city (address mentioned on the entry form). For more information, go to www.amep.org.mz/festival.