

Entries open for the AdReview Marketing Awards 2015

The Tony Koenderman AdReview Marketing Awards 2015 will focus on the business of marketing this year, and entries are now open.



AdReview Marketing 2015 is both a survey of agency performance and an awards platform. The questionnaires serve two purposes. The first and most important is to gather data which will be used to generate our Agency Performance Tables. So, even if you have no expectation of winning an award, please fill in and return the questionnaire, in order to continue providing this valuable data for use by the marketing industry.

The second purpose is to provide a solid underpinning to the awards.

In recognition of the importance of the entire marketing process in producing great and effective communication, we are introducing the Effective Marketing Awards. These awards reward campaign effectiveness and are awarded jointly to the client and the agency. The key awards as you have always known them will stay, but now the awards are divided into two categories - Agency Awards and Effective Marketing Awards. Another addition to our awards line-up is Advertising School of the Year, where we acknowledge the importance of our Advertising Schools in nurturing the future of South African advertising.

The deadline for all entries is 7 August 2015 and the winners and A-Listers will be announced on 15 September 2015.

To view all the categories, new and old, and to download the entry forms, visit www.adreviewonline.com/adreview/