

## Second Press Challenge campaign

For the second year, Times newspaper in association with the Loeries has announced the launch of its 2014 Press Challenge, which 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.

Every ad run as part of this 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.

This year, The Times will be running a poll on its Ad Room website where all ads entered into the campaign will be showcased for public voting. Stephen Haw editor of The Times will profile the art director and copywriter of the agency with the top voted ad in the publication and they will also win R2,000 in vouchers respectively.

For more information, go to [www.timescreativeads.co.za](http://www.timescreativeads.co.za).

For more, visit: <https://www.bizcommunity.com>