

# AdFocus entries close at month end

Entries for this year's AdFocus Awards close at midday on Monday, 29 August 2016.

The first jury session is only days later, so there's no room for latecomers. The Awards take place on Wednesday, 23 November.

## Partnership of the Year Award



This year the Award has been revised, with clearer criteria introduced and a new award partner, the Observatory International, brought on board. As a partnership award, clients and agencies must enter together. The relationship, between a brand and an agency, must be an established, continuous one of at least three years' duration.

The winners, besides receiving certificates, will also receive client-agency performance measurement consulting to the value of R100,000 from The Observatory International. If they already have an agency performing this function, they may nominate an alternative client-agency partnership to receive the prize. If the beneficiary should be a nascent partnership

that could not otherwise afford such support, so much the better.

## New Broom Award

The House of Brave will once again be sponsoring the New Broom Award. The Award looks for a game-changer in the industry and this year the definition was extended from individuals to include a breakthrough small agency. Individual nominees must be under 35 and agencies must employ no more than 10 people.

## PR Agency of the Year

This year Public Relations Agency of the Year Award has been included as a separate Award. In previous years, PR agencies entered into the Specialised Agency category. The number of PR agencies that entered, prompted the jury to establish a separate Award for PR.

## Student of the Year Award deadline is September

This year Nedbank has extended its sponsorship of the AdFocus Student of the Year Award, meaning the 2016 winner will once again receive a R35,000 cash prize. Advertising and branding schools and colleges are invited to send in portfolios of up to three students. Deadline for entries is Monday, 26 September 2016.

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