

AdReview Awards: Waiting for Godot

The judging is over and the AdReview Agency of the Year has been selected. But its identity will be a closely guarded secret until 22 May, when the Awards take place.

It's described as one of the most important events on the marketing calendar, and according to AdReview founder Tony Koenderman, "everyone who's anyone will be there, either to collect a trophy or to watch as others do. But win or lose, it's a hot networking evening. You could pick up a snippet of information even more valuable."



The event has gained added lustre from the involvement of Bizcommunity.com, which is the media partner in the venture.

The publication launched at the awards is the magazine annual, Tony Koenderman's *AdReview*, but it has taken on an extra dimension this year, says Koenderman. "It is now a dual-medium publication, published as a printed magazine and on our website, <http://tonykoenderman.com>," he says. "Everything in the magazine will also be published on line, where it will comprise the launch package of a special section that will be a permanent feature of the website."

Special section



"So, for example, there will be a special section on advertising innovation, which will contain a constant stream of news and information on the subject. And the Creative League Table, which previously gave you a once-yearly snapshot of the creative standings, will now track the winners of creative awards throughout the year. At any time you will be able to consult the table on-line and see who is leading the race."

Depending on advertising support, other special sections planned are on Advertising That Works, media & market research, and public relations.

Advertising packages also offer a two-medium option.

"We're still open for business," says Koenderman. "If you want to place an ad, contact Terry Barker on terrybarker30@gmail.com. And for tickets to the awards night, email corrie@vibrantmedia.co.za."

For more, contact Tony Koenderman, tkoenderman9@gmail.com.