

Maputo Ad Festival kicks off next week

JOHANNESBURG: The 5th Maputo International Advertising Festival will begin next Monday, 24 May 2010, with the registration of competing advertising agencies and producers. The opening session will be held in the Camões Institute, at 6pm. The festival will last until 27 May 2010, and will close with a dinner, at which the Golden Shell and grand prizes will be awarded.



The Maputo festival aims to honour and recognise advertising agencies and producers and other communication companies from any part of the world, but particularly from the southern African and Indian Ocean regions.

The festival is chaired by Professor José Luís Cabaço and the 2010 Career Prize will be awarded to communication professional, Kok Nam.

The categories in the competition include TV/Cinema, Radio, Print, Poster, Billboard, Internet Site, Internet Banner, Internet Promotions and Campaigns, and Integrated Advertising Campaigns.

The international jury will be chaired by the Portuguese promoter José Bomtempo and consists of 10 professionals from Mozambique and other countries who will analyse the pieces submitted to the competition. They will award the prizes, after drawing up a short list.

2010 jury:

Chairman of the International Jury - José Bomtempo (Portugal)

Members of the International Jury:

- Juliana Gomes (Brasil)
- Pedro Chissano (MoZambique)
- Jake Bester (South Africa)
- Emil Padia (South Africa)

- James Daniels (England)
- Manuela Soeiro (Mozambique)
- Eduardo José Storino (Angola)
- Lourenço Pinto (Mozambique)
- Sheila Mia (Mozambique)
- Miguel Padrão (Portugal)

The 5th Maputo International Advertising Festival has registered entries from the following agencies and producers:

- Ogilvy (Portugal)
- Djomba (Portugal)
- Executive Center (Angola)
- Back (Angola)
- LV Ogilvy (Reunion/France)
- RedHouse Y&R (Mauritius)
- Ogilvy (Mozambique)
- DDB (Mozambique)
- P&P Link Saatchi & Saatchi (Mauritius)
- Sardinha Comunicação (Portugal)
- Eurobrand (Mozambique)
- Profilmes (Mozambique)
- Ogilvy Africa (Sout Africa)
- Imagem Global (Mozambique)
- Brand Lover's (Mozambique)
- Golo (Mozambique)
- Talent Young (Mozambique)
- JMD Comunicação (Bresil)
- Circus Advertising (Mauritius)
- Maurice Publicité Ogilvy (Mauritius)

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