

## ***AdFocus* introduces two new awards**

Entries for the *Financial Mail's* 2009 *AdFocus* awards opened this week with the announcement of two new awards this year - Digital Advertising and African Agency Networks.

These are in addition to Advertising Agency of the Year; Media Agency of the Year; Branding & Design Agency of the Year; Effective Advertising; New Broom award for hot young talent; Agency Leader of the Year; and Lifetime Achievement Award.

Previously the last three awards were reserved for individuals in traditional advertising agencies - now the judging panel will consider names from all agency awards categories.

Winners will be announced at the banquet on Wednesday, 25 November 2009 and published in the *AdFocus* annual the same week.

This year, each award category has its own questionnaire and one for non-qualifying agencies wishing to be included in the profile directory; however, entry is governed by editorial space. Questionnaires can be downloaded from [www.adfocus.co.za](http://www.adfocus.co.za).