

Xolisa Dyeshana
Creative Director
Joe Public

Calling all **AD AGENCIES**
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READY
for a good ad
KICKING

Rise to the challenge and enter The Adreach Award (formerly The Street Pole Ads Award). **THE WINNING CREATIVE TEAM GETS A TRIP TO CANNES WORTH R100 000.** Plus the Creative Director gets a 42" LCD TV and the client gets R100 000 worth of Street Pole Ads exposure. Entries close 9 February 2010. See www.adreach.co.za for information.

Entry Details:

1. Competition entry is free and you can enter as many times as you like.

The layouts must be delivered to:

Adreach House, 33a Bath Avenue, Cnr Baker Street, Rosebank.

2. Creative must be spread over three boards, it could be one message repeated three times or a campaign spread over 3 boards. Your entry should be 350mm x 257mm fitted onto A3 paper. Mounting is recommended. Please supply contact details, including an email address for correspondence, on the back of your entry. If three separate boards are supplied please have details on all three boards.

3. A select panel of senior creative directors will judge submitted artwork and select the top 3 entries. The entries will be judged on creativity and effective use of the medium, which includes adhering to our basic outdoor advertising guidelines.

THE
ADreach
AWARD