

The 2007 South African  
Promotion Marketing Awards are now  
**OPEN FOR ENTRY**



2007  
**SAPMA**

**SOUTH AFRICAN  
Promotion Marketing  
LEOPARD AWARDS**

For the first time in South Africa we are excited to unleash the SAPMA Leopard Awards!

The Leopard Awards is an opportunity for the many talented South Africans responsible for campaigns of excellence to represent South Africa and showcase their work both locally and international.

All Gold, Silver & Bronze SAPMA Leopards will automatically represent South Africa in the 2007 MAA GLOBES Award Programme in Las Vegas in October 2007.

We call on the African Leopards of Business and challenge them to gain local and international recognition of their own greatness in the 2007 South African Promotion Marketing Awards.

**AWARDS DIRECTORS:**

**Rachelle Bricout**

*Director, South African Promotion Marketing Awards  
Judge, representing South Africa 2007 MAA GLOBES*

**Mike Da Silva**

*Director, Promotion Marketing Awards of Asia  
President, Marketing Agencies Association Worldwide  
Vice President, Marketing MAA GLOBES Recognition Programme*



**GLOBAL PARTNERS**

**SAPMA PARTNER:**



**MEDIA PARTNER:**



**TECHNOLOGY PARTNER:**



Entries must be lodged online at  
[www.sapmaawards.co.za](http://www.sapmaawards.co.za) by 5pm 30 April 2007

# The 2007 South African Promotion Marketing Awards are now OPEN FOR ENTRY

## What are the Leopard Promotion Marketing Awards?

The South African Promotion Marketing Awards (SAPMA) have partnered with MAA Worldwide to offer you the opportunity of both **international** and **local recognition** for excellence in any of our **16 categories** of entry. Each winning entry will automatically be included in the international GLOBES Awards.

Promotion Marketing, formerly known as Sales Promotion, is a range of strategic communication options and measurable techniques and disciplines that influence consumer behaviour and result in the sale of a product or service. At SAPMA, we are pleased to offer South Africans the potential to showcase their talent and gain recognition both locally and internationally.

## Who is MAA?

The MAA is the Marketing Agencies Association Worldwide. For over 40 years, the MAA has been the voice and authority of the Promotion Marketing Industry, spanning all continents of the globe.

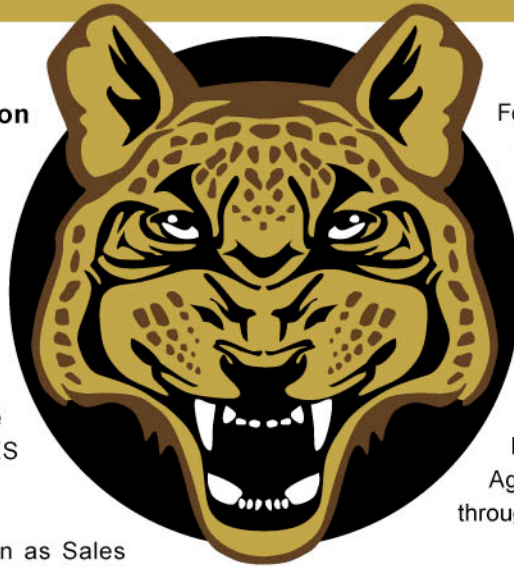
The MAA, a unique organization composed of entrepreneurs and forward-thinking managers, is the only global organization dedicated solely to the CEOs, Presidents, Managing Directors and Principals of top marketing services agencies.

## What are the MAA GLOBES?

The MAA 'GLOBES' is the only global programme which recognises the distinguished excellence of the Best of the Best in Promotion Marketing Award Programmes from Argentina, Asia, Australia, Brazil, Canada, Europe, Israel, United Kingdom, United States of America, Russia and **for the first time this year, South Africa.**

The number of entries per category is not limited and the GLOBES entry cost is included in the SAPMA entry cost.

The GLOBES winners truly are "the best of the best" as they have won at least once elsewhere before. The result is the **world's only significant international marketing recognition awards programme** that recognizes campaigns on creativity, originality, execution and results.



For more information on the MAA GLOBES, please go to our global partner, the Marketing Agencies Association Worldwide [www.maaw.org/globes.asp](http://www.maaw.org/globes.asp).

## Who can enter?

Promotion Marketing Agencies, Advertising Agencies, Integrated Agencies, Interactive Agencies, Direct Response Agencies, Public Relations Agencies, Event Companies and Clients throughout South Africa.

To be eligible for SAPMA entry, each campaign submitted must have been in the public domain from **28 February 2006** and be completed before **28 February 2007**.

Entries can either be lodged online at [www.sapmaawards.co.za](http://www.sapmaawards.co.za) or be sent to [info@sapmaawards.co.za](mailto:info@sapmaawards.co.za).

**Entries must be received by 5pm on Monday, 30 April 2007.**

**SAPMA 2007 Winners will be announced on 6 July 2007 on [www.pmaa.org](http://www.pmaa.org), [www.create-a-stir.co.za](http://www.create-a-stir.co.za), [www.biz-community.com](http://www.biz-community.com) and via email.**

## What does it cost?

R3,000 per entry per category. The number of entries submitted per person/agency is not limited.

## What happens if you are one of the SAPMA Category Gold, Silver and Bronze Winners?

Your entry will be automatically uplifted to the MAA Globes website on 30 June 2007 for judging by the MAA Globe Judging Panel.

**MAA 2007 'GLOBES' will be announced at the MAA Worldwide Globes Awards Ceremony in Las Vegas in October 2007.**



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# The Entry Categories

## By Category

Gold, Silver & Bronze Trophies will be awarded in each of the 16 Entry Categories. Order of Merit Certificates will also be awarded.

In addition to the 16 entry categories, trophies will be awarded for the **Best by Country** and the **Best in South Africa** in the opinion of the judges. This year there must be a minimum of 6 entries per Country to be eligible for the Best by Country.

### 1. Best Integrated Communications Campaign

Awarded to the campaign that uses at least three marketing disciplines (ie Game of Chance or Skill, Loyalty, Direct Marketing, Product Sampling, Tie-In, etc) to most effectively market a product, service or company.

### 2. Best Sponsorship Campaign

Awarded to the campaign that best leverages a Sport or Sporting Event, Movies, Music, Cultural Event or Travel/Tourism activity as the primary method of marketing a product or service.

### 3. Best Direct Marketing Campaign

Awarded to the campaign that uses direct marketing most effectively as the major communication strategy in the development of a promotion marketing campaign.

### 4. Most Innovative Idea or Concept

Awarded to the campaign that best demonstrates a unique marketing idea or fresh interpretation of an established idea in relation to mechanics, channels of communications, types of incentives, etc.

### 5. Best Digital Communications Campaign

Awarded to the campaign that uses digital, electronic or other forms of interactive communication to effectively market a product or service.

### 6. Best Brand-Building Campaign

Awarded to the campaign that does the most to enhance a brand's image and equity in the marketplace.

### 7. Best Business to Business Campaign

Awarded to the campaign that does the most to market a product or service among business customers.

### 8. Best Retail or Trade Marketing Campaign

Awarded to the campaign that does the most to maximise the impact of a product or service within the retail trade or channel, and/or to Client sales forces. Includes Key Account activities.

### 9. Best Event Marketing Campaign

Awarded to the campaign that best leverages one event, a series of events or a mobile marketing tour to deliver a brand experience to the target audience.

### 10. Best Tie-In Campaign

Awarded to the campaign that most effectively uses a licenced property within Movies, Music or Sport to address the marketing objectives of a product or service.

### 11. Most Effective Long Term Marketing Campaign

Awarded to the campaign that best demonstrates a long-term impact on the strategic development and growth of a brand (minimum: three years) measured against a set of long-term objectives. Agency must supply a snapshot of the campaign's results for each year.

### 12. Best Dealer or Sales Force Activity

Awarded to the campaign that does the most to motivate and incentivise dealers and sales force to sell more product or service to core target audience.

### 13. Best Brand Awareness & Trial Campaign

Awarded to the campaign most effective in gaining brand awareness and/or trial for a new, repositioned, or existing product, service or company.

### 14. Best Activity Generating Brand Volume

Awarded to the campaign most effective in gaining incremental volume for a product, service or company.

### 15. Best Cause or Charity Marketing Campaign

Awarded to the campaign that does the most to market a product or service while making a positive impact on a social cause or charity.

### 16. Best Small Budget Campaign

Awarded to the campaign that achieves all stated objectives while adhering to a small budget, under R350,000. Although entries may appear to fit into categories 1 to 15, the Judges will look for ways in which the limited budget may have made the campaign stronger in terms of creativity, innovativeness, market acceptance and results.



Entries must be lodged online at  
[www.sapmaawards.co.za](http://www.sapmaawards.co.za) by 5pm 30 April 2007

# How to Enter and Pay

## STEP 1 HOW TO ENTER

Enter online at [www.sapmaawards.co.za](http://www.sapmaawards.co.za) or complete the form below and fax it to 086 516 7623. Step 2 must be completed before receipt of your entry form will be confirmed. Cost: R3,000 per entry per category.

### Agency Details

Name of the company submitting the entry (as may appear on an award) .....

Person submitting entry .....

Company address .....

City ..... Postcode .....

Telephone ..... Fax .....

Email address ..... Website .....

Name of Senior Executive to contact if an award is won .....

Senior Executive's title .....

Senior Executive's telephone ..... Email .....

### Campaign Details

Name of the client company (as may appear on an award) .....

Client contact ..... Telephone .....

Campaign title (as may appear on an award) .....

Category number(s) ..... Campaign Start date ..... Finish date .....

Description of campaign (maximum 150 words) .....

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## STEP 2 TRANSFER FUNDS

Transfer payment to the bank details below and then fax or email your receipt to: SAPMA Awards on 0865167623 or [info@sapmaawards.co.za](mailto:info@sapmaawards.co.za).

Account Name: SAPMA Awards      Account Number: 271 588 055      Branch Code: 025 309      Ref: Your Company Name

## STEP 3 NOW LODGE YOUR ENTRY

How to submit your entry material? Email it to [info@sapmaawards.co.za](mailto:info@sapmaawards.co.za).

Entries are not to exceed 2MB. Confirmation of receipt of material will be sent to all entrants.

**Entries must be received before 5pm on Friday, 30 March 2007.**

**For further information or questions, please contact:**

### SAPMA – South African Promotion Marketing Awards

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