2011 Maputo International Ad Festival set for May

The sixth Maputo International Advertising Festival will take place from 25-27 May 2011, AMEP - the Mozambican Marketing, Advertising and Public Relations Association announced yesterday. The festival recognises advertising agencies, producers and communications companies worldwide especially from Africa and the Indian Ocean regions.

The competition submission categories include TV/Cinema, Radio, Print, Poster, Billboard, Website, Internet Banner, Internet Promotion, Campaigns and Integrated Campaigns. Pieces that were created must have been displayed between 1 April 2010 and 30 April 2011. Works may be submitted to the competition through payment of the respective fee, between 1 April and 15 May 2011.

A jury of 11 professionals from Mozambique and other countries will be appointed to judge the pieces submitted to the competition, and allocate prizes after producing a short list. Award winners will be announced at the awards ceremony on 27 May 2011 at the Girassol Indy Congress Hotel & Spa in Maputo.

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