

FEEL THE TRENDS

PRESS RELEASE

Sempler Awards Competition with three new categories

Sempler Awards, competition for the best media strategies of the year in the Adriatic region, featured at the media trends conference SEMPL, added three new categories: *best use of mobile*, *best use of data or research initiative* and *best new media/media format*. Thus, at this year's SEMPL on 26 and 27 November 2015 in Portoroz, Slovenia, the winners of nine Gold Sempler Awards and the main Grand Sempler Award will be revealed.

Ljubljana, 18 June 2015 – Sempler, a regional competition for the best media strategies of the year, will be held for the thirteenth time under the auspices of the media trends conference SEMPL. Each year more media projects from the Adriatic region compete for these prestigious awards; last year, the agencies, clients and media from Slovenia, Serbia, Croatia and even Bulgaria showcased their best media practices. In 2014, the international jury awarded the main prize, the Grand Sempler, to the high-profile multimedia campaign “Living my life” (“Živim lajf”) with a Slovenian rapper Zlatko, the brand ambassador of Sveta vladar by Slovenian bank Nova KBM, which was created and executed by the agencies Pristop, Renderspace and Pristop Media from Slovenia.

With an aim to more thoroughly capture new communication channels and media formats, the organizer of the conference SEMPL, Media Pool, introduces some new features in this year's Sempler Awards Competition. The existing six categories (*strategic use of the media mix*, *innovative use of the communication channel*, *best targeted campaign*, *best experiential campaign*, *best use of the digital world*, and *best social media campaign*) will be joined by three new categories, namely *best use of mobile*, *best use of data or research initiative* and *best new media/media format*.

In the new category *best use of mobile* the campaigns that innovatively reach and engage consumers, using any of the mobile channels, could be entered. Each mobile media format will be considered, including mobile apps, mobile sites, mobile content or any other form of mobile advertising. The jury will be seeking campaigns that have used mobile platforms in a creative and engaging way to achieve excellent results based on clear objectives.

In the category *best use of data or research initiative* the campaigns that provide evidence showing the influence of research or use of data on media planning and implementation as well as its impact on the outstanding campaign outcome will be competing. Research can be both qualitative or quantitative.

FEEL THE TRENDS

Entries in the third new category *best new media/media format* include new media and new media formats, which enable advertisers to have better, more innovative and distinctive communication with consumers. Category is open to media owners, production companies, agencies, etc.

"There are many excellent media projects emerging throughout the Adriatic region, for which the Sempler Awards Competition is intended. With the extension of the categories we would like to encourage the application of entries in order to reward even more excellent strategies. In the coming years we are planning to add even more categories and awards so the Sempler Awards Competition will be even more diverse," said Valerija Prevolšek, the president of SEMPL and CEO of Media Pool.

For the agencies, media strategists, advertisers and media, the Sempler Awards Competition will be open from the 1st of September 2015 onwards.

###

About the Media Trends Conference (SEMPL)

[SEMPL](#) is an internationally recognised training event presenting the current media trends in the Adriatic region, and analysing regional and international best practices. The SEMPL is intended for all those working in, with or for the media, as well as all those shaping media trends, adhering to them and integrating them in business. The conference is also featuring the competition for Sempler Awards for outstanding media projects, at which the media strategists, customers and media houses submit their best projects and compete for nine Gold Sempler Awards and the Great Sempler awarded to the best media strategy of the year.

About the organisers

Since 1998, SEMPL is designed and organised by one of the largest media buyers in Slovenia, Media Pool, founded by major Slovenian advertising agencies with the purpose of monitoring the media market and ensuring operational transparency. Media Pool is constantly concerned with the development of the profession: in addition to the SEMPL, Media Pool is regularly performing the Radiometrija, a survey on radio channels ratings, the Mediaskop, a comprehensive overview of the Slovenian media market, as well as many smaller projects.

Since 2011, Media Pool organizes the SEMPL in partnership with Medijski partner, publisher of the trade magazine Marketing magazin, first issued in 1981.

More information:

Simona Kruhar Gaberšček
 Public Relations Manager, SEMPL17
 E-mail: pr@sempl.si
 Mobile: 00386 41 86 77 77

Webpage: www.sempl.si
 Facebook: <https://www.facebook.com/SeminarSEMPL>
 Twitter: <https://twitter.com/SEMPL>
 Instagram: https://instagram.com/SEMPL_mediatictrendsconference