

FEEL THE TRENDS

PRESS RELEASE

SEMPL announces the Sempler Awards 2015 Jury

The organisers of the regional media trends conference SEMPL released the names of the 9-member jury for the Sempler Awards, competition for the best media strategies of the year in the Adriatic region. **Marko Vičič**, partner and executive creative director in the Slovenian advertising agency Futura DDB, will lead the jury. The winners of the nine Golden Sempler Awards and the main Grand Sempler Award will be revealed at SEMPL on the 26th of November in Portoroz, Slovenia.

Ljubljana, September 17, 2015 – Agencies, media strategists, advertisers and media companies, which will enter their media projects to the 13th Sempler Awards competition for the best media strategies of the year, now have a chance to win nine Golden Sempler Awards and the main prize Grand Sempler Award. The organisers of the Sempler competition, featured at the media trends conference SEMPL each year, added three new categories this year to the existing six. Thus, the Semplers will be awarded in nine categories as follows: strategic use of the media mix, innovative use of the communication channel, best targeted campaign, best experiential campaign, best use of the digital world, best social media campaign, best use of mobile, best use of data or research initiative and best new media/media format.

The nine jury members are all renown media and communications experts from the Adriatic region. The president of the Sempler jury is **Marko Vičič**, partner and executive creative director at Slovenian Futura DDB, and other members are **Radovan Aleksić**, commercial director for advanced media services at Serbian digital agency Drive, **Damir Ciglar**, founder and CEO of advertising agency Imago from Croatia, **Filip Dimitrov**, client service director at New Moment Macedonia, **Katja Kek**, executive director for marketing and development at Mercator, **Ksenija Latković Kozarac**, managing director of Croatian media agency OMD, **Joško Mrndže**, country manager at Google Adriatics, **Gordana Periškić**, executive marketing director at Podravka from Croatia, and **Toni Tomašek**, creative director at Publicis Groupe Slovenia.

The jury will judge the media strategies according to five fundamental criteria, namely a concept of media campaign, proper targeting and understanding of the consumer, a comparison between the objectives and results (ROI), innovation in the search for (new) communication channels and the level of activation and motivation of the target group through the media strategy and execution.

As **Marko Vičič**, the president of the Sempler Awards jury said, a good and effective media strategy is mainly characterized by its ability to integrate a target group as today's consumers or media users are increasingly demanding and their expectations rise accordingly.

FEEL THE TRENDS

“First of all we should consider if the media strategy met the communication and media starting points. In the second place, there is certainly "wow" effect, as the first feeling is extremely important when in contact with the message. Since we in the jury are rather unburdened with backgrounds of certain strategies – with this I especially mean budgets –, it is essential to consider the sense of the message and impact to behaviour change of the target group. Or to simply create added value for the target group's life, whether it is an entertaining, emotional or totally practical moment. Strategies that know how to combine brand personality with the personality of the target groups representatives are always at the forefront. It is about strategies that can use media in a creative and integrated way,” **Marko Vičič** said about the qualities of good media strategies that the jury is going to seek.

Entries to the Sempler Awards competition can be submitted on the SEMPL website (www.sempl.si). The deadline is the 31st of October 2015.

###

About the Media Trends Conference (SEMPL)

[SEMPL](http://www.sempl.si) 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 Golden Sempler Awards and the Grand 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_mediatrendsconference