

# Andy Rice Masterclass for IAS series

As part of its 2015 Masterclass for Marketers series, the Independent Agency Search and Selection Company (IAS) has announced that advertising expert Andy Rice will be the special guest speaker on 21 July in Johannesburg and 10 September in Cape Town. Rice will be sharing case studies and insights on the art of 'Evaluating creative work against strategy'.



The IAS developed and created the Masterclass for Marketers Programme for corporate marketers who value exposure to thought leadership on local and global marketing trends and specialist teaching on best practice in getting the best out of their relationship with an agency with whom they work.

Within the South African marketing and advertising arena, Rice is renowned for his ability to assist marketers in evaluating creative work against strategy. He also has a new spot on Bruce Whitfield's *The Money Show* on 702 and CapeTalk, where Rice discusses with Whitfield the effectiveness of advertising campaigns.

## On the Cannes judging panel

Global recognition for Rice's ability to judge effectiveness is confirmed by the fact that he is the first South African on the Creative Effectiveness judging panel in the history of the Cannes Lions International Festival of Creativity, which takes place in France every year. This year, Rice will be judging the category, 'Creative Effectiveness Campaign' at Cannes Lion Festival.

Rice is also the chairman of the Association for Communication and Advertising's (ACA) Apex Awards. Since its inception in 1995, an APEX symbolises the achievement of communications campaigns' performance excellence in an industry that is constantly refining and redefining creativity.

He founded Yellowwood Brand Architects in 1997 and remains involved as a board director and chairperson. Yellowwood

was the first dedicated strategy consultancy in South Africa and became part of the TBWA Group in 2009. It is now recognised as the leader in its field in the southern African region.

"The growing popularity of this unique masterclass series demonstrates that South African marketers value accessing the specialist skill and knowledge that a master like Andy Rice has to offer," says founder and managing director of the IAS, Johanna McDowell.

To book, email [Tebatso@agencyselection.co.za](mailto:Tebatso@agencyselection.co.za).

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