


# Show us your Fizz! Bang! and enter the 2023 FM Creative Challenge today

Issued by [AdFocus Awards](#)

7 Aug 2023

The *Financial Mail*'s annual Creative Challenge is open and runs until 28 September 2023.



**SHOW US**  
*Your...*

**FIZZBANG!**

**TAKE ALL THE ELEMENTS:**

- THE POWER OF **PRINT.**
- \* THE SPARK OF **HUMAN CREATIVITY.**
- THE FLUX OF **NEWS.**
- THE INNOVATION OF **AI.**
- THE PRECISENESS OF **DATA.**

Enter the Financial Mail Creative Challenge 2023 by submitting a full-page, tactical print ad for your client, based on a story from the current news cycle. If your ad makes an impact, we'll publish it in the **FINANCIAL MAIL** and enter it into the **BEST TACTICAL PRESS AD** category in this year's **ADFOCUS AWARDS.**

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**Go to [cc.fm.co.za](https://cc.fm.co.za) to enter.**  
Entries close 21 September 2023

**financialmail**  
CREATIVE CHALLENGE 2023

The Creative Challenge shares its theme this year with the Adfocus Awards, and will also celebrate the Alchemy of AI, data and DNA – but there's a twist. "The *Financial Mail* hopes to see creatives take this idea of alchemy and mix some serious

fizz bang into their work,” says Jadi Tillim, Adfocus Awards project director. “Plus, it’s fine for agencies to use tools like AI for this, it’s the creative ingenuity and thinking behind the ad that will really count.”

All creatives are invited to enter a full page, tactical ad on behalf of a client which is based on an article from the current news cycle. Those ads which make a big impact on the editors, will be published weekly in the *Financial Mail* over the next eight weeks.

The Creative Challenge was introduced just over a decade ago, originally as an initiative of the *Times* newspaper. When the Times became a digital only paper, the Creative Challenge moved to another group title, *Financial Mail*.

Sarah Buitendach, *Financial Mail* contributing editor explains that the FM snatched the opportunity to own the Creative Challenge, recognising a synchronicity between the competition and the FM.

“The FM has developed a reputation for its award-winning covers tackling all kinds of topics, so we’re used to dealing with the power of one single page to visually sell a magazine every week,” she explains.

Explaining what the judges look for, she reveals that ads that convey their message quickly and simply tend to do well. “We look for fun, cheek, personality, a bit of fizz bang – and a message that turns a brand or topic on its head and still mirrors the ethos of *Financial Mail* which is about both excellence and taking risks.”

Entries to the Creative Challenge close at midnight on 21 September.

Further information on the 2023 FM Creative Challenge, entry criteria and closing dates can be found at [www.cc.fm.co.za](http://www.cc.fm.co.za).

▪ **Joe Public takes top honours at the 2023 FM AdFocus Awards** 23 Nov 2023

▪ **Show us your Fizz! Bang! and enter the 2023 FM Creative Challenge today** 7 Aug 2023

▪ **AdFocus entries are now open!** 10 Jul 2023

#### [AdFocus Awards](#)



Since 1990, the Financial Mail AdFocus Awards have become a landmark on the South African marketing and communications landscape. But just as that landscape has changed, so has AdFocus, to reflect the priorities of the industry.

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