



EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

“MARKLIVES” IN SOUTH AFRICA JOINS EPICA AWARDS JURY

New partner fills important gap in Epica’s global network of marketing and advertising press jurors

Paris, August 27th, 2015 — Epica is proud to welcome its new jury partner for South Africa, MarkLives.com.

MarkLives.com is a dynamic advertising, marketing, design and media site. Founded by Herman Manson, it provides industry news, opinion, analysis, case studies, profiles and marketing innovations. It’s a fresh, independent and investigative view of South Africa’s communications landscape.

Manson is a respected business journalist and editor. He was the inaugural Vodacom Social Media Journalist of the Year in 2011 and, over his career, has contributed to numerous journals and websites in South Africa and abroad, including *AdVantage* magazine, *Men’s Health*, *Computer World* and *African Communications*.

He is backed up at the site by editor-at-large Simone Puterman and a host of top-flight industry columnists. The name MarkLives was chosen because it reflects the human-interest approach of the site and nods at terms such as “marketing” and “making your mark”. “It sounded better than Herman Lives,” he quips.

Epica editorial director Mark Tungate said: “With its independent streak, investigative flair and personal approach to the industry, MarkLives.com is our kind of journalism. We’re delighted that Herman and his team have come on board as part of the jury. With their help, we hope to bring the cream of South African creativity to the Epica Awards.”

Commented Manson: “Epica offers a great opportunity: by bringing together journalists covering the marketing and advertising beat from around the globe, it allows us to engage not only with one another but also with a diverse range of international creative work.”

Epica is the only global creative awards judged by the marketing and advertising trade press, with more than 50 magazines and websites in 42 countries on its jury.

For more information, contact:

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