

## Applications invited for Advertising Club award

Special Correspondent

**CHENNAI:** The re-christened 2008 Advertising Club Madras Tamizh awards, an initiative of the Advertising Club, Madras, aimed at celebrating communication that displayed a unique understanding of the Tamizh consumer.

According to R. Seshadri, president of the Club, the organisation wanted to create an award that was unique to the place and reflected the vast majority of work produced out of this market.

While the format seeks to

encourage the work done by small and medium communication specialists based in Tamil Nadu, it also ensured participation from the larger agencies since they can enter work that has produced for this market; communication that specifically addresses the Tamizh consumer.

### Entry details

Entry forms can be downloaded on [www.tamizhwards.com](http://www.tamizhwards.com). The last date for submitting entries is September 13 and the winning entries would be awarded at a ceremony on October 1.