

Media Release November 2, 2016

The ACES Call for Nominations

Entries for the Australian Creative Excellence Showcase (ACES) are now open. The ACES celebrates exceptional creativity in locally produced advertising film that has appeared in Australia on Cinema, TV or online.

The ACES were born out of the realization that there was a lack of recognition on a local level for Australian talent and their work. Since its inception the ACES have celebrated Australia's best advertising film including Western Sydney University, Deng Adult (2016), Meat & Live Stock Australia, Richie's BBQ (2015), Aldi, Like Brands But Cheaper (2014) and Metro Trains Melbourne, Dumb Ways To Die (2013).

As the first awards program of the year, the ACES provides us a first look and is a strong indicator of what creative we will see on display and winning at all the major global awards throughout the coming year.

Daniel Hill, Managing Director Val Morgan Cinema Network commented, "We are pleased to once again be hosting the ACES and I look forward to celebrating the best in Australian film advertising from 2016. We're excited to see the caliber of this year's entries and the new takes, fresh insights and innovative approaches to storytelling."

The awards are open to all Australian based advertising agencies, production companies, media agencies, creative agencies and or clients. The winner will take home the prestigious ACE of Excellence, along with two tickets to an internationally renowned creative content and marketing festival in the US. The prize includes flights, accommodation and interactive badge entry.

The winner of the ACE of Excellence will be announced at the annual event, which will take place in Sydney on Thursday 9th February 2017.

The ACES are presented by Val Morgan in conjunction with AdNews.
Entry is free. Nominations close 19th December 2016.

The entry kit can be downloaded from <http://www.valmorgan.com.au/news-events/aces/>

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About Val Morgan

Val Morgan Cinema Network is Australia and New Zealand's leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audience in a high impact environment, proven to deliver six times the engagement of television. Val Morgan Outdoor is Australia's largest path-to purchase digital out of home network, operating over 1,400 digital screens strategically located in 390 shopping centres and over 2,000 audio enabled digital screens across 365 premium petrol stations nationally. Brandfit, Val Morgan's strategic department, provides bespoke integrated solutions to advertisers across the full assets of the Val Morgan media group.

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