

## **PRESS RELEASE**

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### **PERCEPTION MANAGEMENT RECOGNISED AT INNOVATION AWARDS**

Perception measurement and management firm, Objectivity, is a finalist in the government's 2005, Innovation and Sustainability Awards. This was announced at the black tie award ceremony held at The Castle in Kyalami, on Friday 16 September 2005.

Objectivity is a finalist in the category: Private Sector: Excellence in Innovation and Sustainability: Economic: Non-ICT, and achieved this recognition for its world-first methodology for Perception Management. The methodology was developed by the company's Managing Director and founder, Clive Webster.

The specialist perception measurement and management company is the only company in the world able to not only quantify the needs and wants of its clients' key communications groups, but also to quantify the point at which these needs will be perceived to be satisfied. This enables the company's clients to plan their advertising and communications efforts with a clear-cut idea of the level of activity that is required to create awareness and/or close perception gaps, in order to achieve their desired responses.

Comments Clive Webster: "It is very gratifying to be a finalist in these prestigious awards, and we thank the government, the CPSI, and the private sector sponsors of the awards for putting their collective muscle behind sustainable innovation. Our thanks also to the adjudicators for recognising the innovativeness and sustainability of our unique perception measurement and management methodologies.

"The methodologies in question are not new, but as many industry observers have noted since their inception in 1982, they were way ahead of their time. It appears then that their time is now, and we are delighted that it should be heralded with such an honour."

#### **About Objectivity**

Objectivity is South Africa's only specialist perception measurement and management firm. Established in 1982, Objectivity has a client base that reads like the "Who's Who" of academia, advertising agencies and blue chip companies in Southern Africa.

#### **About Clive Webster**

Clive Webster founded the Perception Measurement and Management firm Objectivity in 1982. 'Perception Management' is his brainchild and he first conceived of it in 1973 in what was then war-torn 'Rhodesia'. Clive is a fellow of the MFSA, a member of the British Institute of Marketing & Sales Management, an associate member of the Chartered Institute of Cost and Management Accountants; and a fellow of the Chartered Institute of Secretaries and Administrators.

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Compiled by, and to contact, on behalf of Objectivity:

Tracey-Ann Carroll

Tel: +27 11 46903086

email: [tracey@anticlockwise.co.za](mailto:tracey@anticlockwise.co.za)