

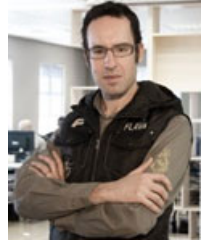
The Digital Loeries 2010: unpacking the winners

By [Jarred Cinman](#)

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So the Loeries weekend has come and gone - apart from the hangovers being nursed across Cape Town and Johannesburg this morning. As one of the judges of the Digital section this year, I was privy to the inner workings of how the winners were chosen, and it seems only appropriate that I share some of my views and insights on "the whole shebang".

First, it's important to remember that the Loeries is unashamedly about rewarding creativity; that all-consuming, over-used and oft-criticised word that is presented as the visage of the advertising world. Watching the new season of Mad Men in the midst of awards season is almost required viewing as you see the phenomenon that is modern-day advertising as it came into being.



For this reason, and particularly in digital, The Loerie Awards are often maligned as rewarding flashy nonsense that sells nothing. This is nothing new to digital - for years, agencies have snuck around the rules by flighting obscure TV ads at 3am on Sunday night merely so that they qualify.

Still, there is something perhaps particularly egregious about winning awards in a medium that is so much about measurement and results, for doing things that don't achieve either.

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