

Loeries' hot move to July

From Friday 27 July to Monday 30 July 2007, Margate, KwaZulu-Natal's South Coast hot spot will once again play host to the annual Loerie Awards. July offers the lowest monthly rainfall on the South Coast, with temperatures still enjoyably warm, compared to a glacial Joburg and drizzling Cape Town at that time of the year.

Explains Wing-Wing Mdlulwa, chairman of The Loerie Awards, "After last year's awards, the feedback regarding Margate from our sponsors, partners and the industry has been overwhelmingly positive. There are, however, always areas where improvements can be made. Key priorities for 2007 include improving the service level, security, as well as transport services."

Enter pride-of-work

Call for entries to the Awards open on 15 March and close on 15 May and Mdlulwa is encouraging agencies in all fields of brand communication to enter their pride-of-work this year.

"The Loerie Awards were first held in 1979, as a mechanism to support and grow television advertising. Since then the awards have expanded to encompass every area of brand communication including radio and print advertising, design, architecture, direct marketing, promotions, public relations, non-broadcast video, live events, and digital media," he says.

Mdlulwa continues to emphasise that the awards are now regionally focused on Africa and the Middle East.

"The Middle East and Africa are two of the fastest growing regions in terms of advertising spend and creativity and the Loerie Awards are proud to recognise and foster global creative excellence."

The judging process and search for Creative Excellence will be held from 2 - 6 July 2007 and entries will again be judged by specialist panels comprising leaders in their fields, with international judges chairing each panel.

Seminar

This year, for the first time, Judging Week will kick off with a seminar, with marketers, students and agencies being invited to listen to the international judges talk on their work and areas of creative inspiration.

The SABC, Media24 and the Zulu Kingdom remain major sponsors of the Loerie Awards.

"The SABC is proud to be supporting creative excellence and we are excited about this, the second year of our renewed partnership with the Loeries. Vuka Sizwe!" says Jerry Mpufane, marketing director at the SABC.

Consumers can again look forward to the 'Everyone's Loerie Award' - a partnership with the SABC that provides an opportunity for ordinary South Africans to have their say and vote for their favourite Radio and Television commercials.

In addition, the SABC will once more sponsor The Loerie Awards Travelling Exhibition - a national road show showcasing the award winning work of 2006 and increasing awareness of the Loeries amongst consumers and marketers and fostering creativity through inspiration.

Sarel du Plessis, senior GM of Media 24 says, "It's with pleasure that Media 24 continues to support the Loeries to reward creative excellence in the brand communication industry."

New initiatives

The Loeries has become far more than a single awards ceremony and, besides continuing with the sought-after biannual magazine and hard-cover printed annual and DVD of the year's leading brands and agencies, it will also launch new education initiatives in 2007 - focusing on bringing talented individuals from a disadvantaged background into the industry.

Important dates to diarise:

February 2007: exhibition opens
February 2007: Annual
April/May: *Migrate* magazine (launch edition)
15 March: call for entries
15 May: entries close
July: *Migrate* magazine (2nd edition)
2-6 July: seminar and judging
July: Everyone's Loerie Award

28 & 29 July: award show (Margate)

The Loerie Awards Travelling Exhibition will travel throughout the country during the year:

21 - 25 Feb: Design Indaba - Cape Town
March: Design Quarter - Fourways
9 - 16 March: Krasnoyarsk State University - Russia
13 - 20 April: DV8 Saatchi & Saatchi - Windhoek Namibia
30 April - 7 May: AAA School - JHB
8/9 - 18 May: Nelson Mandela Metropolitan University - Port Elizabeth
22 - 31 May: VEGA - Jhb
1 June - 18 July: Margate Museum - Margate
26 July - 22 Aug: Stellenbosch Academy of Design & Photography - Stellenbosch
September: One Club, New York

November: AAA School - Johannesburg

For more information, go to www.thelorieawards.co.za.