

SA Loeries judges announced

The Loerie Awards committee yesterday, Thursday, 31 May 2007, released the full 95-strong list of South African and international judges. The SA contingent forms alongside international counterparts and judge chairpersons Richard Bullock, 180 Amsterdam, Netherlands; Joe Duffy, Duffy & Partners, Minneapolis; and Ramesh Iyengar, Select Direct Group, India.

The Loerie Awards Judging Week takes place 2 – 6 July at the SABC in Auckland Park, Johannesburg and for the first time will open with a seminar where the three international judges are invited to talk to the industry about trends in their chosen disciplines.

The complete list of judges in alphabetical order:

Name	Surname	Position	Agency
Adam	Whitehouse	Creative Director	Stonewall
Adrian	Schoeman	Creative Director	iX Media
Ahmed	Tilly	Executive Creative Director	Black River FC
Alison	Hingle	Copy Writer	Ogilvy Jhb
Andre	Vrdoljak		Lowe Bull
Andrew	Whitehouse	Creative Director	FoxP2
Audrey	Lumis	MD	Collier Lessick
Bobby	Scott	Creative Director	Tru Colours
Brett	Morris	Executive Creative Director	Nandos
Bronwen	Rautenbach	Design Director	IG Enterprise
Bruce	Anderson	Creative Director	Grey Worldwide
Bruce	Wright	Creative Director	Mnemonic
Cathrine	Blomkamp	Creative Director	The Laboratory
Clint	Bryce	Creative Director	Aqua Online
Conn	Bertish	Creative Director	JWT Cape Town
Craig	Morris	Managing Director	Red Rocket
Dallas	du Toit	art director	Gloo
Damon	Stapleton	Creative Director	TBWA Hunt Lascaris
David	Ross	Creative Director	Bester Burke
Di	Charlton	Head of Media	Acceleration
Donald	Swanepoel		Cow Africa
Douglas	Simoes	Creative Director	Amorphous
Festus	Masekwameng	Copy Writer	HerdBuoys McCann-Erikson
Gaby	De Abreu	Executive Creative Director	Switch Branding & Design
Gareth	Lessing	Executive Creative Director	DDB
Gary	Harwood	Executive Creative Director	HKLM
George	Rautenbach		Switch Branding & Design
Gerry	Human	Executive Creative Director	Ogilvy Jhb
Glenda	Venn	Creative Production Manager	It's a Go!
Glynn	Venter	Creative Director	FCB CT
Graeme	Jenner	Creative Head	Net#Work BBDO
Gustav	Praekelt	Director	Praekelt
Gustav	Greffrath	Design Director	Trigger

Hilton	Tennant	Creative Director	Tennant McKay
Ivan	Johnson	Creative Director	Net#Work BBDO
Jenny	Ehlers	Creative Director	King James CT
Jeremy	Sampson	Creative Director	InterBrand
Jo-Anne	Thomas	Design Director	The Jupiter Drawing Room CT
Joanne	Reidy	Creative Lead	Clickthinking
Joe	Duffy	Chairman	Duffy & Partners
Jonina	Pastoll	Creative Director	Cross Colours
Judith	Mofutsanyana	Art director	HerdBuoys McCann-Erikson
Julian	Watt	Executive Creative Director	Net#Work BBDO
Justin	Gomes	Creative Director	FoxP2
Justyn	Davies	Director	African Motion
Kabelo	Moshapalo	Group Head Digital Web	FCB Impact Jhb
Karin	Barry	Creative Director	KingJames
Kassie	Naidoo	Creative Director	King James JHB
Kevin	van der Molen	Freelance Producer	
Kwezi	Tladi	Snr Art Director	The Jupiter Drawing Room
La Peace	Kakaza	Executive Creative Director	TBWA Hunt Lascaris
Lisa	Chistopher	Creative Director	Lesoba Difference
Livio	Tronchin		The Jupiter Drawing Room CT
Marion	Bryan	Art director	Ireland-Davenport
Mark	Stead		King James RSVP
Mark	Tomlinson	Creative Director	Hello Computer
Matthew	Barnes	Executive Creative Director	The Jupiter Drawing Room
Matthew	Brink	Copy Writer	Lowe Bull
Melusi	Tshabala	Group Head	Y&R
Michelle	Caldeira	MD	Blue Moon
Mike	Barnwell	Executive Creative Director	Grey Worldwide
Molefi	Thulo	Group Head	FCB Jhb
Nathan	Reddy	Executive Creative Director	GRID
Nina	Morris	MD	morrisjones&co
Nina	Daniel-Gruber	Creative Director	Oscar Tango
Paul	Phume	MD	Black Magic
Paul	Tooze	Creative Director	Wireframe
Peter	Carr	Producer	Velocity
Philip	Ireland	Creative Director	Ireland-Davenport
Ramesh	Iyengar	Chairman & Managing Director	Select Direct Group
Reto	Reolon	MD – Masters Worldwide	Masters & Savant
Richard	Hart	Design Director	Disturbance Design Dbn
Richard	Bullock	Executive Creative Director	180 Amsterdam
Roanna	Williams	Creative Director	I want to be an astronaut
Rob	McLennan	Executive Creative Director	JWT Johannesburg
Roelof	Van Wyk		Trigger
Roger	Paulse	Executive Creative Director	Singh & Sons
Ross	Chowles	Executive Creative Director	The Jupiter Drawing Room CT

Sarah Jane	Boden	MD	Soul Providers
Sean	Harrison	Creative Director	Code
Stuart	Stobbs	Creative Director	Promimity#ttp
Tania	Barker	Creative Director	Ogilvy Cape Town
Templar	Wales	Creative Director	Blink
Thandi	Davids	Producer	The Collective
Themba	Mbelu	Creative Director	Amara Productions
Tom	Cullinan	Creative Director	The Jupiter Drawing Room
Tom	Eslinger	Creative Director interactive and emerging technologies / Director	Saatchi & Saatchi
Trusha	Naidoo	Creative Director	Ripe
Uwe	Gutschow		Saatchi / AtPlay
Vanessa	Pearson	Executive Creative Director	Lobedu Leo Burnett
Vanessa	Gibson	Art director	Ogilvy Jhb
Veejay	Archary	Design Director	BLACK
Wingwing	Mdlulwa	Executive Creative Director	Twist
Xolisa	Dyeshana	Creative Director	Joe Public
Zwelakhe	Tshabangu	Creative Director	Ogilvy Jhb

The judging criteria for the Loeries is highly rigorous and only the most respected and experienced members of industry across advertising, brand communication, design and experiential are represented on this committee to ensure the highest standards of work are married with the awarding of The Loerie.

Entries are judged by specialist panels comprised of leaders in their fields. The Advertising panel is endorsed by the Creative Circle, the official advertising body; the Design panel is endorsed by Think, the South African Graphic Design Council; and the Experiential category comprises experts representing direct, promotional, digital, non-broadcast and live events (Experiential Digital, and Non-broadcast and Live events will be judges by sub-panels within the category).

The Loerie Awards will take place on 28th and 29th of July 2007 and entries are open in Africa and the Middle East region until 30 May. For entry criteria and additional information, go to www.theloerieawards.co.za.

The SABC, Media24 and the Zulu Kingdom, and Vodacom are all major sponsors of this year's awards. Other sponsors and partners are: Aon-Shield, Avis, 24.com, Brandhouse, David Prior Photography, Gallo Images, Gearhouse, Grid, Hetzner, Hibiscus Coast Municipality, Lightworks, Lithotech, Mango Airlines, Newsclip, Ogilvy Johannesburg, Orchestra Blue, Ornico Group, Paygate, Rocketseed, Six Million Dollar Media, Sonovision Studios, Ugu District Municipality, Verdantpoint, Magna Carta, H-Factor, Leg Studios, Havaseat, LED Vision, JuJu, Wozani Africa.

The Loerie Awards is the only award endorsed by the Association for Communication and Advertising (ACA), the Creative

Circle (CC), the South African Graphic Design Council (Think), the Commercial Producers Association (CPA), the Direct Marketing Association (DMA), and the Communication & Advertising Forum for Empowerment (Café).

For more, visit: <https://www.bizcommunity.com>