

Discount for Loeries early birds

By [Tshepiso Seopa](#)

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The countdown has begun for all creative people wishing to make their mothers proud by winning a Loeries award this year. It's time to start working now to make the early bird deadline on Wednesday, 16 April 2008, get a 5% discount.

Themed "Make your mother proud", the Loeries festival weekend, to be held in Margate, starts on Friday 25 until Monday 28 July and includes two awards ceremonies. The first one is on Saturday night, hosted by Media24, followed by the second on Sunday night, hosted by SABC.

The Loeries festival weekend has been the culminating point over the years where the best creative work, judged by local and international judges, are recognised. From 2006, there has been a 63% increase in people spending more time in Margate during the weekend festival. Last year, the awards attracted international guests from the US and Europe.

Five percent penalty

"The aim is to get people to submit their entries in time and to reward early birds, so as to say. Normally we get a lot of entries at the last moment and that puts us under pressure because it means that a lot of work is done at the last minute. We will be rewarding those who submit their entries early with a 5% discount and penalise late applicants with a 5% penalty," says Andrew Human, The Loerie Awards MD.

Entries in all categories will be judged according to a five-point evaluation system based on innovative concepts, excellent execution, relevance to the brand, relevance to the target audience and relevance to the chosen medium.

"We want to reiterate and make people aware that The Loerie Awards are not advertising awards but brand communication awards and advertising is a category within the Loeries. It is important for marketers and creative directors to look at their brands holistically.

"The Loeries are also not only about advertising; all areas of brand communication are celebrated including disciplines such as experiential field marketing, ambient media and architecture. We want to help marketers, agencies and consumers to appreciate the value ideas and fresh thinking," concludes Human.

ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at [Bizcommunity.com](#)

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