

African finalists in Loeries 2010

DDB Mozambique and Kenya's Scanad are finalists in the 2010 Loerie Awards. All the finalists were revealed late last week and are available on the [Loeries website](#).



DDB mozambique has seven entries in total - one for the mcel 20Mt Recharge Voucher campaign under the TV & Cinema Commercials category and six others for the Mozambique Fashion Week campaign under the Advertising Posters category. Scanad is representing East Africa with one entry in the Direct & Promotional Print category for the City fit for Children campaign for the Childlife Trust.

Finalists have until 2 September to check the entry credits; thereafter all information will be used to calculate the Loeries 2010 Ranking Tables.

This year an official ranking has been introduced by The Loerie Awards in order to provide a transparent report on the outcome of the awards. Each statue awarded will receive points, the values of which are based on the probability of winning each award. The exact ranking methodology and the points per award are all provided on the Loeries website. The points will be awarded to those credited on the winning entry itself.

All the finalists listed are unaudited results. 165 judges were involved in the 14-day evaluation process.

For more:

- Bizcommunity special section: [The Loerie Awards](#)
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- Loeries site: www.theloerieawards.co.za
- Loeries Twitter: [@loeries2010](#)
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