

THE LOERIES

MAYOR'S BRUNCH

BROUGHT TO YOU BY PRIMEDIA

SCHOOL DAY AT HOMECOMING

INCLUDING WORKSHOPS AND WORKING WITH TOUCH SOUTH AFRICA

AGENCY EXPO

15 AGENCIES FROM ACROSS AFRICA AND THE MIDDLE EAST

STUDENT EXPO

FINAL YEAR STUDENTS EXHIBIT

JUDGES WRAP

CELEBRATING THE JUDGES THAT IDENTIFY CREATIVE EXCELLENCE

CELEBRATING CREATIVE
EXCELLENCE FOR 45 YEARS

OCTOBER
EDITION

2023

CONTENT

WHATS ON THE AGENDA:

| | |
|-------------------------------|----|
| FROM OUR CEO, PREETESH SEWRAJ | 03 |
| MAYOR'S BRUNCH | 04 |
| SCHOOL DAY AT HOMECOMING | 05 |
| AGENCY EXPO | 06 |
| STUDENT EXPO | 08 |
| JUDGES WRAP | 09 |
| SOCIAL MEDIA | 10 |
| THANK YOU | 11 |



Download The Loeries App
for all Creative Week info



Available on the
 App Store

GET IT ON
 Google Play



FROM OUR CEO

Preetesh Sewraj

Welcome to the Loeries Creative Week
- A milestone year!

This year marks 45 years of the Loerie Awards - 45 years of recognising and rewarding creative excellence across Africa and the Middle East.

The work we do is especially important, not just in the recognition of the brands, agencies, and production companies, which make a difference in our region, but also in ensuring that we can make meaningful work that impacts the lives of the nearly two billion consumers that live in our region.

The Loeries started in 1978 with a simple goal to maximise the impact of our industry as it was growing and emerging.

Today we have a well-developed industry across the region, and the ever-changing environment brings new challenges for the industry to tackle! Challenges that can only be solved with the innovative thinking that exists in this industry.

The Loeries goal is to ensure that we can support this industry, highlight all of the amazing work that is happening out there, and use this to push innovation forward.

When judging the work, innovation is the one non-negotiable criterium for all Loeries work and for all Loeries winners. This ensures that every year we push our standard as a region further and every year that the work we see coming out of the Loeries serves as a new foundation of where we need to go.

At the end of the day what we are hoping to do through the work is to ensure a robust brand communications industry is there to serve the consumers who are out there.

Enjoy Loeries Creative Week, and good luck to all the finalists from across the region.



MAYOR'S BRUNCH THE LOERIES ARE BACK IN TOWN!

The Mayor's Brunch saw the cream of the advertising industry and its stakeholders gather at The Bungalow, Clifton, to celebrate the beginning of the Loeries creative week.

The Executive Mayor of Cape Town, Geordin Hill-Lewis, addressed the industry saying he is thrilled to have the Loeries back in town.

"The Loeries Creative Week is an occasion to show off our City and demonstrate what we can offer, while the Week also contributes R100m to the City's GDP."

This is the third consecutive year the Loeries Creative Week is being held in the Mother City.

Calling the Loeries and the City a good fit, Hill-Lewis says, "I am not only referring to the City's hospitality industry and its world-class facilities, that lives for this kind of week, or the fact that Cape Town is consistently ranked as one of the most visited cities in the world; those things but what makes Cape Town the perfect host for the Loeries is that this is a creative city."

The City, he says, understands, appreciates, supports, and nurtures the same creative art talents and endeavours that underpin the creative industry.

"It is very much part of our bread and butter as is evident this week. Cape Town always punches above its weight when it comes to creative advertising, and brand comms."



The Mayor's Brunch is sponsored by Primedia. Also speaking at the event was Primedia Broadcasting CEO and group chief revenue officer, Lindile Xoko.

Xoko spoke about the importance of the advertising sector to society at large. This he says is also what Primedia stands for. "This is why we partner with the Loeries Creative Week. It is because of what we go through as a country with the multiple challenges that we face.

This is why we commit as an organisation and continue to support you because of the role that you play in society."

Xolo also announced that Primedia would continue to be a sponsor and partner with the event going forward.

Preetesh Sewraj, CEO of The Loeries thanks the City of Cape Town for their support. "The city is a true partner of the creative industry and the overall brand communications industry."

Sbu Sitole, Loeries Chairperson added to this. "I am proud that we are hosting in the City of Cape Town, which has become the home of the Loeries."

He also thanked Primedia for sponsoring the event. "Sitting on the Loeries Board makes you realise how important it is to have partners to specifically help you to create a platform to celebrate creative excellence."

SCHOOL DAY AT HOMECOMING CENTRE

INAUGURAL LOERIES HIGH SCHOOL PROGRAMME A GREAT SUCCESS



This year saw the first ever schools programme hosted at Loeries Creative Week.

Together with Touch South Africa, the Loeries hosted a one day experience for 50 young scholars from the Western Cape.

The day, which introduced the scholars to careers in brand communications, took place on Wednesday 4th October, and included a workshop and expo tour.

The expo tour was a great opportunity for the scholars to network with the students, young creatives and previous bursary winners.

The day finished with a flourish as the scholars worked a creative brief from a brand.

As part of the Loeries Creative Scholarship, The Loeries has four new scholarships available for the 2024 intake.

The day encouraged the scholars to apply for the programme.

SABC PLUS

BRINGS
SABC 1 & GOOD HOPE FM
TO THE LOERIES

SABC 1 **good hope^{fm}** **LOERIES AFRICA MIDDLE EAST**

AGENCY EXPO AT THE HOMECOMING CENTRE

FIRST EVER LOERIES AGENCY EXPO A HIT

The first ever Loeries Agency Expo opens its doors Wednesday 4th October, featuring 15 stands ranging from agencies and media to banks from across Africa and the Middle East.

The Expo is open to the public and is hosted in the Homecoming Centre and will continue Thursday, 5th October and Friday, 6th October.

One of the exhibitors TikTok, features an interactive stand where visitors can make a TikTok video and as soon as they are done, they can hashtag and tag the brand and then they get free branded merchandise, while Getty SA is launching their new generative AI tool.



We are insight driven storytellers with a legacy of breaking barriers. We are **UNI WORLD**.

uwginc.com












CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

PROUD PARTNER TO THE LOERIES

The City of Cape Town, a proud partner with The Loeries in enabling idea-sharing while celebrating the creative industries. Visit capetown.gov.za/events

-  GREAT LOCATIONS
-  WIDE-RANGING CALENDAR
-  DIVERSE ATTRACTIONS
-  DIVERSE CULTURE
-  5-STAR HOSPITALITY
-  EASY ACCESS
-  GLOBAL APPEAL



STUDENT EXPO AT THE HOMECOMING CENTRE

LOERIES STUDENT EXPO 2023 SHOWCASES BEST YOUNG TALENT

Once again the Loeries Student Expo has not disappointed, with innovative and edgy work on display. Final year students, third years, studying different disciplines within the brand communication space from creative schools all over the country showcased their work.

All brag boards also included a QR code which leads visitors through to the students portfolio for them to view all of the students work.

The Student Expo is open till Friday, 6th October and is situated at the Homecoming Centre, where the Agency Expo is also located.

This is also where a number of Creative Week activities are taking place, with the Masterclasses taking place Thursday, 5th October and International Seminar of Creativity on Friday.



PRIMEDIA BROADCASTING

INTEGRATE YOUR BRAND THROUGH OUR STACKABLE REACH PRIMEDIA SOLUTIONS

702. 947. CAPETALK Kfm

STUDENT EXPO AND MASTERCLASSES

Download The Loeries App for all Creative Week info

CITY OF CAPE TOWN ISIXEKO SASAKAPA STAD KAAPSTAD

BLOOD SWEAT TEARS

JUDGES WRAP

IT'S A WRAP!

This year the Loeries received nearly 2,500 entries, judged by more than 170 jury members over two days, from Monday 2nd October to Tuesday 3rd October.

Celebrating the end of their hard work, the Judges Wrap Party took place at the Rockefeller Hotel, the Loeries Official Hotel, on Wednesday 4th October.

The evening hosted the jury members as well as their partners, and the media, giving the jury members a well-deserved reward and opportunity to unwind and relax and enjoy the company of their peers.

The jury members included creatives from across Africa and the Middle East and read like a who's who of the creative industry in the region.



The jury members were pleased with the calibre of the work this year.

The finalists have been announced and can be viewed on the Loeries website.



FIND OUT MORE AT SAB.CO.ZA

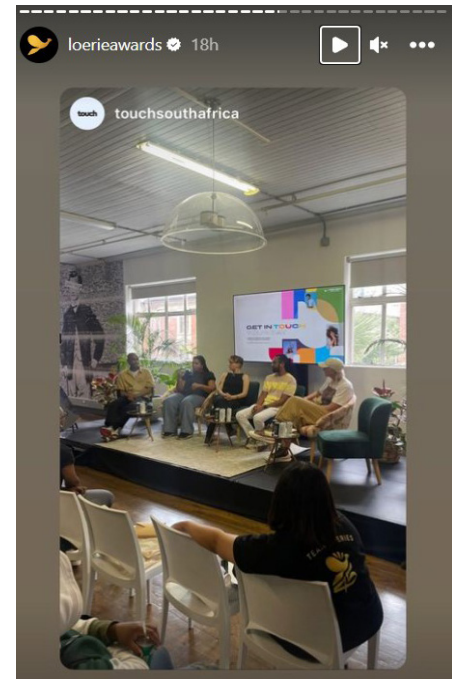
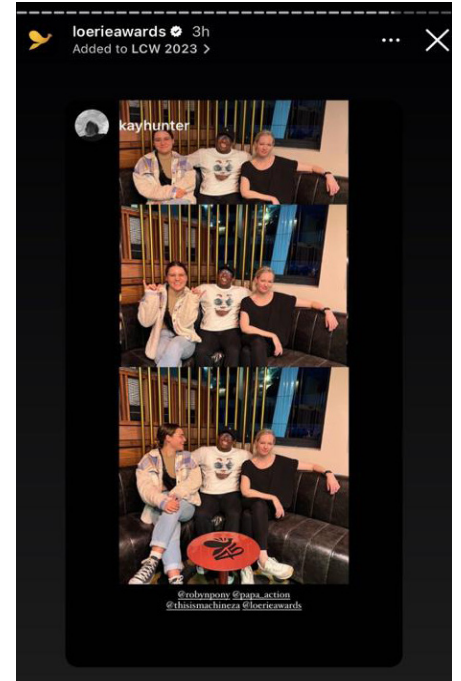
Here's to the future.
 To creating jobs and sustainable growth.
 To entrepreneurship and empowerment.
 To uplifting communities, and our economy.
 To raising our sights, our spirits, our glasses
 to big dreams realised in a country
 propelled forward by the power of beer.
 Cheers to the future.

ENJOY RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.



FROM SOCIAL MEDIA





THANK YOU!

PARTNERS OF THE LOERIES



City of Cape Town
Official Host City

TikTok for Business

Tik Tok for Business
Digital Partner



The South African Breweries
Integrated Campaign Partner



SABC
Film & Radio Partner



Woolworths
Young Creatives Partner



Primedia
Co-host Mayor's Brunch



NEWMARK

The Rockefeller Hotel
Official Festival Hotel



Gearhouse
Live Category Partner



UniWorld Group

OFFICIAL EDUCATION PARTNERS



AAA School of Advertising
Partner of the Creative Future Scholarship



Red & Yellow Creative School of Business
Digital Partner



Stellenbosch Academy of Design & Photography
Partner of the Creative Future Scholarship



Vega School
Partner of the Creative Future Scholarship



Open Window
Official Education Partner



Ogilvy
Official Education Partner



TWBA
Official Education Partner



SunshineGun
Official Education Partner



Cape Town Creative Academy
Official Education Partner

OFFICIAL SUPPLIERS AND PARTNERS



1Pulse Digital
Designers and Web Developers of the Loeries



Aon South Africa
Official Insurance Brokers



BEE Online
BEE Verification Services



Gallo Images
Host and Supplier of Official Loeries images



Newsclip
Media Monitoring Partner



Paygate
Official Secure Credit Card Payment Gateway



Shared Value Africa Initiative
Africa's most powerful Shared Value business network

THE LOERIES IS ENDORSED BY



Association for Communication and Advertising



Commercial Producers Association



Creative Circle



Interactive Advertising Bureau



Exhibition Association of Southern Africa



South African Institute of Architects



South African Institute of the Interior Design Professions

THE LOERIES ENDORSED AWARD SHOWS



Creative Circle



Bookmarks



Flame



The Heart of SAATCHI