

THE LOERIES



INTERNATIONAL SEMINAR OF CREATIVITY

ADDRESSING A DIVERSITY OF SUBJECTS, DISCUSSED BY INDUSTRY EXPERTS, FROM AFRICA AND MIDDLE EAST

HALL OF FAME

AWARDED POSTHUMOUSLY TO TEBOHO MAHLATSI

AFTER PARTY

"OH WHAT A NIGHT!"

WINNERS FROM FRIDAY AWARDS

SECOND ROUND OF LOERIES 2023 AWARDS

CELEBRATING CREATIVE
EXCELLENCE FOR 45 YEARS

OCTOBER
EDITION

2023

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INTERNATIONAL SEMINAR OF CREATIVITY A HIGHLIGHT OF CREATIVE WEEK



The highly anticipated Loeries International Seminar of Creativity, hosted by Leigh-Anne Williams, TV & Radio host, took place at the Homecoming Centre.

A host of local and international industry experts addressed a diversity of topics that enthralled the delegates that attended this year's event, which was a highlight of Creative Week.

Ali Rez, chief Creative Officer, Impact BBDO, Group MENAP, spoke about how the process of creativity is integral to provide an innovative and original product for the client. He said agencies need to interrogate the very techniques they use to create ideas if they are to find new ways to help them find new solutions to business problems.

The question of addressing big problems through creativity was discussed by one of this year's

international Jury Presidents, CEO/CCO Publicis Conseil and COO Publicis Groupe France, Marco Venturelli. He stated that big problems are where creativity starts, adding that only ideas that push the boundaries will lead to innovative business answers.

International Jury President and US chief Creative Officer, R/GA, New York. Shannon Washington addressed a question that has become more relevant to the leadership of agencies globally: the issue of what happens when a generation that has been dubbed "selfish, entitled and lazy" are given the keys to leadership.

Another truly relevant issue was taken up by Aleta Miller, UN Women South Africa-multi-country Office Representative. She examined how advertising can address and reshape the social norms that perpetuate the power imbalances between women and men.

From one pertinent issue to another; Artificial intelligence (AI) and in particular AI in the design space. Geet Rathi, Creative Director, Area 23, New York, US and this year's International Jury President for the Design Jury, said that while AI can be a valuable resource for designers, and one that can lead to breakthrough new work, it can never replace that eureka moment human designers bring to the design process.

In today's world consumers are more culturally diverse than ever, and if brands are to reach them, they will need to reach beyond race, gender, and income, by leveraging cultural

context. Greg Edwards, President and CEO of UniWorld Group Inc., US said that while cultural passion points draw people together for conversation and connection, for impactful reach, information must be leveraged accurately and effectively. He called culture driven-data the game changer in today's ever-evolving media landscape.

A media format that is particularly good at reaching consumers is TikTok. Jochen Bishoff, Head of Global business Solutions, Africa, TikTok unpacked the art and science of successful storytelling as a way for brands to reach consumers. Bishoff emphasised that when a brand thinks about storytelling it must keep in mind that consumers are time starved. Add to this the fact that they have numerous channels and formats to choose from, making it is essential for brands to make their story worth consumers' time.

Founder and Director, Tandem Network, Kenya, Svetlana Polikarpova looked at how social marketing has changed marketing, moving from briefs to solving human problems. Polikarpova said that with today's audiences also interacting with brands, we need to create not for our audiences, but with them.

The role of the creative economy in the context of Africa's youth is where the future for the content lies says Karl Carter, the founder and CEO of Snake Nation, Atlanta and Cape Town. His talk focused on how African youth creators are the changing terrain of the creative industry in Africa, and the world.

LOERIES AWARDS 2023 CROWNS BEST OF THE BEST



The 45th annual Loerie Awards, The Loeries, has wrapped up Creative Week with a flourish, as it awarded the best of the best in Africa and the Middle East region on Friday night.

The Awards ceremony, the second one in the week, was held at the Cape Town City Hall with agencies and clients in attendance, and awarded five Grand Prix, 17 Gold, three Campaign Golds, 49 Silver, eight Campaign Silver, 77 Bronze, 16 Campaign Bronze, 12 Craft Gold and three Craft Gold.

This from a more than 2,100 entries this year with 18% of entries from outside South Africa. Overall, 619 brands were represented by 219 agencies from 18 countries across Africa and the Middle East.

The Loeries award creative excellence in the advertising and brand communication industry. As the highest accolade in the industry, the Loeries not only celebrates deserving work across the Africa and Middle East region, but also promotes and supports creativity by helping marketers,

agencies, and consumers appreciate the value of ideas and fresh thinking.

There were many noteworthy awards that were given out to truly remarkable individuals and organisations this year: Chicken Licken took home the Brand of the Year Award with Ogilvy SA being awarded the Agency of the Year Award as well as being named the coveted Regional Agency Group of the Year.

Teboho Mahlatsi, the 52-year-old Shaka Ilembe and Yizo Yizo director and Bomb Shelter Film Productions executive producer who passed away earlier this year due to cancer was inducted into the Loeries Hall of Fame posthumously.



Effective Creativity

In the Effective Creativity category, a Gold Loerie goes to Volkswagen South Africa and Ogilvy South Africa for VW Polo's Game On.

Media Innovation

A Gold Loerie goes to Vodacom and VMLY&R South Africa for the Vodacom Hearing Challenge.

Radio

For Branded Content Radio & Audio, a Gold Loerie goes to The Riky Rick Foundation and TBWA Hunt Lascaris for Stronger.

For Radio Station Commercials, a Gold Loerie goes to Rand Merchant Bank and Grey Advertising for The 411 on ESG.

For Radio Station Commercials, a Gold Loerie goes to Budget Insurance and The Odd Number for Bad Advice Happens to Good South Africans.

For SA Non-English Radio Station Commercials, a Campaign Gold goes to Chicken Licken and Joe Public for Chicky Licky's Childish Parents.

Radio Crafts

For The Riky Rick Foundation's Stronger, a Craft Gold for Use of Technology goes to TBWA\ Hunt Lascaris.

For Babyshop's Frequencies of Peace, a Craft Gold for Music goes to Ghaliaa Chaker.

For A Million Girls Foundation and Boomtown's Tiny Truths, a Campaign Craft Gold for SA Non-English Writing goes to Thule Ngcese and Sinethemba Masiku.

For Budget Insurance 's Bad Advice Happens to Good South Africans, a Campaign Craft Gold for Writing goes to Neema Nouse.

Film

For Music Videos, a Gold Loerie goes to The Star Film Company and Disturbed for Bad Man.

For TV & Cinema Commercials above 90 seconds, a Gold Loerie goes to Chicken Licken and Joe Public for Undefeated Since Forever.

For TV & Cinema Commercials above 90 seconds, a Gold Loerie goes to KFC and Ogilvy South Africa for Anything for the Taste.

Film Crafts

For the short film: The Little Match Girl, a Craft Gold for Cinematography goes to Adam Bentel.

For the short film: The Little Match Girl, a Craft Certificate for Performance goes to Farren Lategan.

For the short film: The Little Match Girl, a Craft Certificate for Direction goes to Kim Geldenhuys.

For Chicken Licken's Big John, Ya' hunga forever, a Craft Gold for Special Visual Effects goes to Marco Raposa De Barbosa and Byron Tofas.

For KFC's Anything for the taste, a Craft Gold for Best Use of Licensed Music goes to Ogilvy South Africa.

For KFC's Anything for the taste, a Craft Gold for Performance goes to Rendani Mufamadi.

For KFC's Anything for the taste, a Craft Gold for Direction goes to Greg Gray.

For Bad Man's Disturbed music video, a Craft Gold for Use of Technology goes to Tristan Holmes, The Star Film Company and Chocolate Tribe.

For Bad Man's Disturbed music video, a Craft Certificate for Direction goes to Tristan Holmes.

Integrate Campaign

For KFC's Anything for the Taste, a Gold Loerie goes to Ogilvy South Africa

Grand Prix

For Radio Station Commercials, a Grand Prix goes to Budget Insurance and The Odd Number for Bad Advice Happens to Good South Africans.

For TV & Cinema – above 90s, a Grand Prix goes to KFC and Ogilvy South Africa for Anything for the Taste.

The awards were judged by over 170 judges and regional industry leaders including Brad Reilly, CCO, McCann Enterprise, UK, Geet Rathi, Creative Director VP, Area 23, Atlanta, USA, Marco Venturelli, CEO and CCO Publicis Conseil and CCO Publicis, France, Paul Chan, CCO, Cheil, Hong Kong and Shannon Washington, US CCO, R/GA, NY, USA.





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HALL OF FAME RECIPIENT

HALL OF FAME WAS AWARDED POSTHURMOUSLY TO
TEBOHO MAHLATSI



This year's Loeries Hall of Fame was awarded posthumously to Teboho Mahlatsi, the 52-year-old Shaka Ilembe and Yizo Yizo director and Bomb Shelter Film Productions executive producer who passed away earlier this year due to cancer.

His untimely passing is really something that has struck a chord in the entire industry and because of all of his efforts and the impact that he has made, he has been chosen as the 2023 Loeries Hall of Fame recipient posthumously," says Preetesh Sewraj, Loeries CEO.

The Loeries Hall of Fame Award recognises the most select creative individuals for their notable and continuous contributions and success and impact in the industry.

Mahlatsi did some amazing work in advertising as an ad man and was one of the founders of the production company, Bomb Shelter Film Productions, working with great brands like South African Tourism.

He was also involved in the industry in so many different ways, working to grow the industry and was always an active part of the Loeries community.

Over the years he won three Gold, 16 Silver and 10 Bronze Loeries.

"Mahlatsi was chosen to receive this award because his work in the brand communication space has resonated with the industry. He was also known as someone who grew and nurtured young talent in the industry and

helping them grow through his work in film productions," says Sewraj.

Mahlatsi joins previous esteemed Hall of Fame recipients including last year's recipient, Joe Public United's co founder and group chief creative officer, Pepe Marais.

In 2021 Darling Films South Africa's co-owners and executive producers Lorraine Smit and Melina McDonald received the honour and the year before it was Boniswa Pezisa, then Net#work BBDO's Group Chief Executive.

The Loeries first introduced the Hall of Fame Award in 2008 to recognise select creative individuals for their notable and continuous contributions to the growth of the industry.

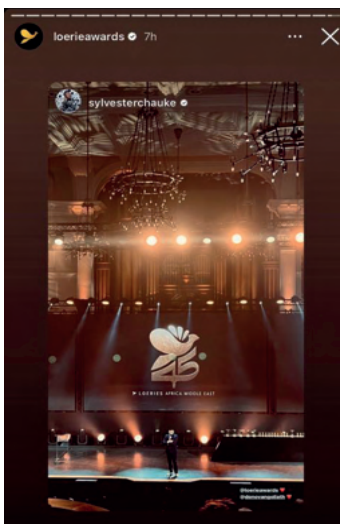
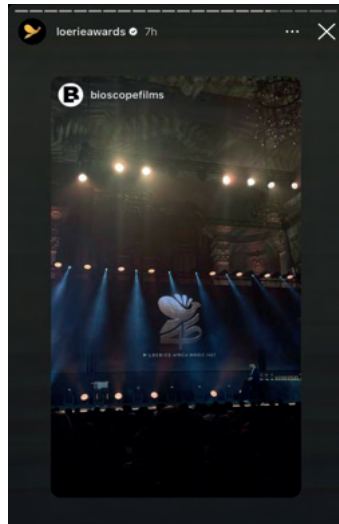
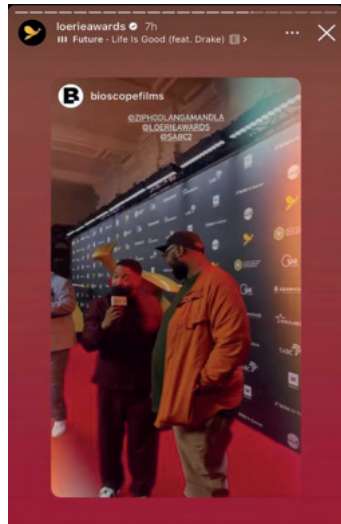
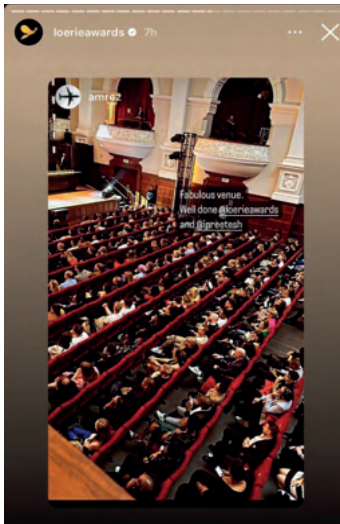
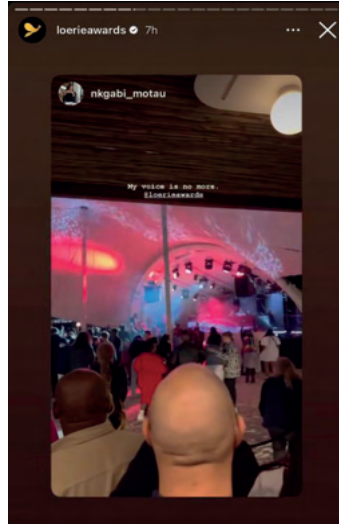
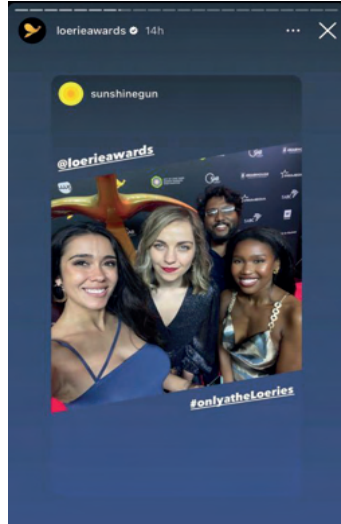
Each year, a shortlist is compiled based on the individuals' success and impact in the industry. From this shortlist, the Loeries Committee chooses the recipient for that year.

LOERIES AFTER PARTY "OH WHAT A NIGHT!"

Cabo Beach Club was the venue of this year's Loeries afterparty. With its spectacular location and buzzing vibe, the Loeries agencies and their clients celebrated a great Creative week in the Mother City. It was a fitting end to what has been an amazing experience of events, learnings and awards!



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