

# THE LOERIES

## BLOOD SWEAT & TEARS

A CELEBRATION OF THE BEST CREATIVE WORK

## MESSAGE FROM THE CHAIRPERSON

45 YEARS OF LOERIES: A SIGNIFICANT MARKER

## THE LOERIES & THE CITY OF CAPE TOWN

THE PERFECT PARTNERSHIP

## THE LOERIES 2023 INTERNATIONAL JURY PRESIDENTS

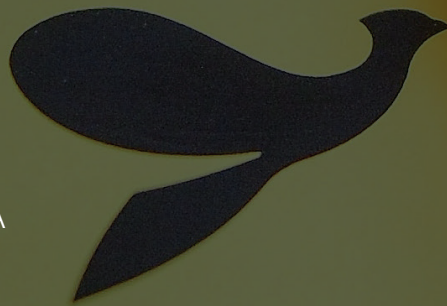
FROM NORTH AMERICA TO EUROPE & ASIA

## LOERIES JUDGING

JUDGING NEARLY 2,500 ENTRIES FROM 18 COUNTRIES ACROSS AFRICA & THE MIDDLE EAST

## WHAT TO EXPECT AT LOERIES CREATIVE WEEK

THERE IS SO MUCH ON OFFER THIS YEAR



CELEBRATING CREATIVE  
EXCELLENCE FOR 45 YEARS

OCTOBER  
EDITION

2023

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# 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.



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# BLOOD, SWEAT AND TEARS: A CELEBRATION OF THE BEST CREATIVE WORK

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Blood, Sweat & Tears, this year's Loeries Campaign, is a celebration of what it takes to produce the best creative work and recognises the challenges the industry has faced over the past few years.

This is also a very special year, as this is the 45th edition of the Loerie Awards, and the theme also recognises the longevity of superb creative work.

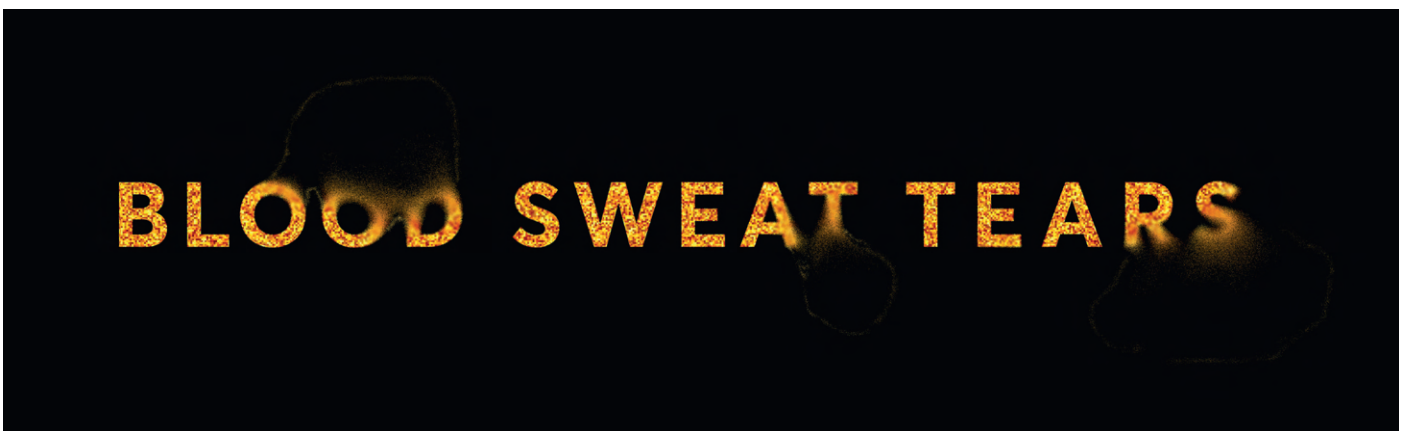
From the insight and concept to the execution, the theme represents

innovative excellence in creativity – all of which we will see later this week at the Loeries Creative week taking place in Cape Town.

The theme is indicative of the tough past few years that the industry has faced, as Loeries CEO, Preetesh Sewraj states, "The past few years have been tough on the brand communications industry and the theme reinforces the unwavering creative drive and craft it takes to yield innovative ideas that elicit awards at the highest level."

The theme was conceptualised and designed by the Cape Town office of Grid Worldwide, the multi-Loerie winning agency. Grid designed the campaign to recognise the resilience of the brands, agencies and production companies of the brand communications industry. .

Sewraj adds, "Grid's idea was insightful, and we are honoured to have them support the Loeries through the gift of this campaign."



## The campaign manifesto is a rallying cry:

*"How do we elevate our creativity? We break beneath the surface. We collaborate. We interrogate. We push harder. We push back. We push through. We put in the hours no matter the hour. Setbacks become our greatest comebacks."*

It then goes further, explaining what it takes to get to award-winning breakthrough work:

*"We cut out mediocracy. We bring in precision. We craft, and craft. Then craft some more. We do it with passion. With perseverance. And most of all, with purpose. And when we're finally done, we start all over again. Because creating better than the best takes blood, sweat and tears."*

Adam Byars, Joint CEO of Grid Worldwide says the concept is based on the Loeries as the pinnacle of creative excellence in Africa and the Middle East. "This pushes

agencies, clients, and creatives to dig deep, put in the hours and craft their work with such skill and passion, that it not only impresses their peers, but makes a difference in the world - with the journey to the spotlight on stage asking you to give everything you have."

The result, Jineil Kandasamy, Creative Director & partner at Grid Worldwide, says is a high standard for work across the industry. "That requires nothing less than blood, sweat and tears."



# MESSAGE FROM OUR CHAIRPERSON

## 45 YEARS OF LOERIES: A SIGNIFICANT MARKER



This year the Loeries celebrates 45 years. This is significant marker of the awards, bearing testimony to its longevity, not only in celebrating the creative space, but in demonstrating the creative industry's transformation and evolution.

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This year I have been involved putting the show together and I am really looking forward to sharing this week with everyone. The Loeries is bigger and better and centres around celebrating the creative work, bringing back the magnitude of the Loeries.

**Sibusiso (Sbu) Sitole, Chairperson of the Loeries, Co-Founder & Chief Creative Officer of The Odd Number.**

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**LOERIES**  
AFRICA MIDDLE EAST

# THE LOERIES AND THE CITY OF CAPE TOWN

## THE PERFECT PARTNERSHIP

Loeries Creative Week kicks off against the backdrop of Table Mountain for its third consecutive year.

Delegates, agencies, brands, and jury members have arrived in sunny Cape Town, from across the globe.

“Cape Town is excited to host the milestone 45th edition of the Loeries. With events set to take place in various parts of the City for Loeries Creative Week, participants will have every opportunity to enjoy our beautiful destination from all angles.”

“It is a pleasure to once again partner with The Loeries. Not only does this event bring economic

benefits to our region, but it also cements our City’s reputation as a creative capital.” says Mayor Geordin Hill-Lewis.

The Loeries CEO, Preetesh Sewraj says, “The partnership with The City has been an exceptionally valuable one in growing creative excellence across the region and I look forward to further expanding our partnership with future editions of The Loerie Awards.”

Adds Sewraj, “The City of Cape Town is an iconic global city with a rich tradition of being a centre of creative excellence and together we recognise the best creative talent, from across Africa Middle East.

Last year the Loeries, through its Creative

Week events, contributed over R90m to the City’s GDP.

This year sees additions to the Loeries Creative Week, with the inaugural Agency Expo taking place, as well as the Young Creatives Brunch and the Loeries School Programme.

The Schools Programme has been designed to introduce young people from Cape Town with workshops and Masterclasses, in the hope that they will join the brand communications industry.”

The Expos, School Programmes, Masterclasses and International Seminar of Creativity will be hosted at the Homecoming Centre in District 6, with the Expos open to the public.







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# THE LOERIES 2023

## INTERNATIONAL JURY PRESIDENTS

### BOAST TOP HONOURS

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From North America to Europe and Asia the five international jury presidents are leaders in the industry and represent a wealth of experience of the sector they are judging.

Each of them with a proven track record, having judged at other prestigious global awards that inform the WARC Rankings.



DIGITAL JURY PRESIDENT

**Shannon Washington, US CCO, R/GA, USA**

Shannon has won four Webbys (including 2022 Agency of the Year), three ADC Cubes, five Clios, two AICP Awards and two Cannes Lions, and a #2 listing for AdAge's A-list, with her sights set on another successful season for 2023.



DESIGN JURY PRESIDENT

**Geet Rathi, CD & VP, Area 23, USA**

Geet has won numerous local and international awards including a Cannes Lions United Nations Grand Prix for Good for Blink To Speak - World's first eye language guide.



PR, LIVE, OOH AND INTEGRATED JURY PRESIDENT

**Paul Chan, CCO, Cheil, Hong Kong**

Named the #1 'Most Awarded Creative in Hong Kong for six years running in Campaign Brief Asia's Creative Rankings.



RADIO AND RADIO CRAFTS JURY PRESIDENT

**Brad Reilly, McCann Enterprise CCO, UK**

Brad has been recognised by every major award show in the industry, the highlights of which include 2 Cannes Grand Prix, 9 Loerie Grand Prix, D&AD Yellow Pencils, One Show, Clios, LIAs, Webbys and the Young Guns Chairman's Award.



FILM JURY PRESIDENT

**Marco Venturelli, CEO/CCO Publicis Conseil & CCO Publicis Groupe, France**

Marco is the winner of numerous Cannes, Clios, Eurobest, D&AD, ADCI and One Show awards, to name a few.



# WHAT TO EXPECT AT LOERIES CREATIVE WEEK

## Wednesday 4th October

The Mayor's Brunch (by invitation only) in the morning marking the beginning of Loeries Creative Week. Over at the HomeComing centre the inaugural Loeries School Programme takes place, hosting 50 high school students for the morning in workshops and panel discussions.

The Students Expo and the Agency Expo are open at the Homecoming Centre from 10am to 3pm and are open to the public. At 3pm Red and Yellow will host their Masterclass "Me, Myself and AI" aimed at Young Creatives.

Judges will gather for the Judges Wrap (by invitation only) in the evening, marking the end of Judging.

## Thursday 5th October

The Creative Hub at The Homecoming Centre has a packed line up with masterclasses taking place throughout the day. The Young Creative Brunch (ticketed event) takes place from 10am to 12pm. SABC will broadcast live from the Agency Expo from noon onwards so be sure to come by to see what's going on.

The on-site Loeries Bar & Café is open for snacks and drinks including the Official Loeries Cocktail – Blood Sweat & Tears - a secret mix designed to celebrate 45 years of The Loeries..

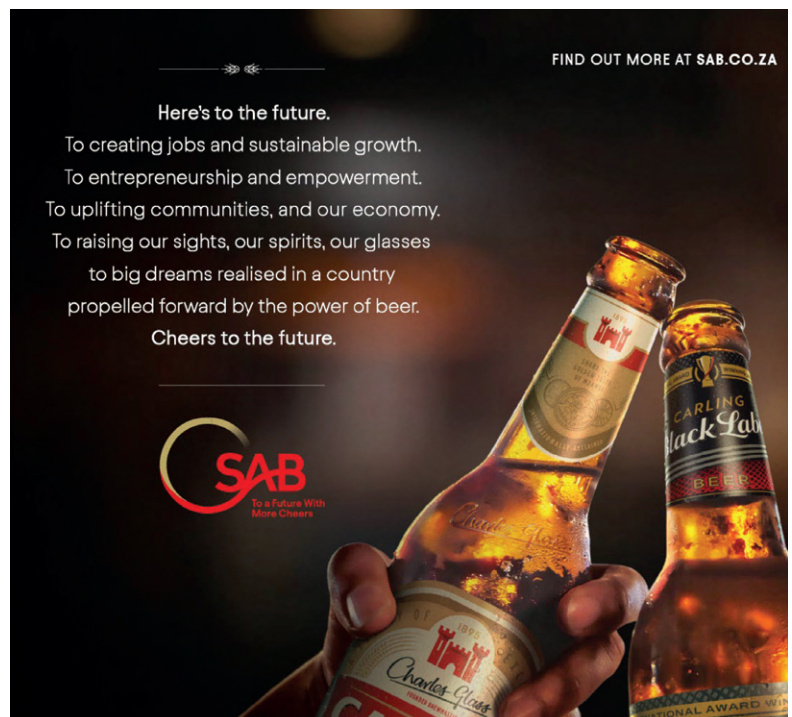
In the evening, the first Loeries Awards Ceremony takes place to celebrate the best in Creativity in Design, Digital, Out of Home, Print Communication, Social Impact Campaign and Student. The Marketing Leadership & Innovation Award winner and Young Creatives winner will be announced on this night along with the applicable Grand Prix winners.

## Friday 6th October

The Creative Hub continue to be a hive of activity! The Agency Expo and Student Expo are open and a highlight of Creative Week, the International Seminar of Creativity (ticketed event) kicks off at 10am till 3pm, where audiences can hear from nine international speakers.

The final Loeries Awards Ceremony takes in the evening, and is presented in partnership with SABC, celebrating the best in Film and Radio & Audio (brought to you by the SABC), Effective Creativity, Media Innovation, PR & Media Communication, Media Innovation, Live Communications, Service Design and the SAB Integrated Campaign. The Hall of Fame inductee will be announced on this night along with the applicable Grand Prix winners as well as Agency of the Year & Regional Agency Group of the Year.

The Loeries Official Afterparty takes place from 10:30pm at the Cabo Beach Club with a killer line up including global sensation Uncle Waffles, DJ Akio, DJ Shamiso and DJ Ph.



FIND OUT MORE AT [SAB.CO.ZA](http://SAB.CO.ZA)

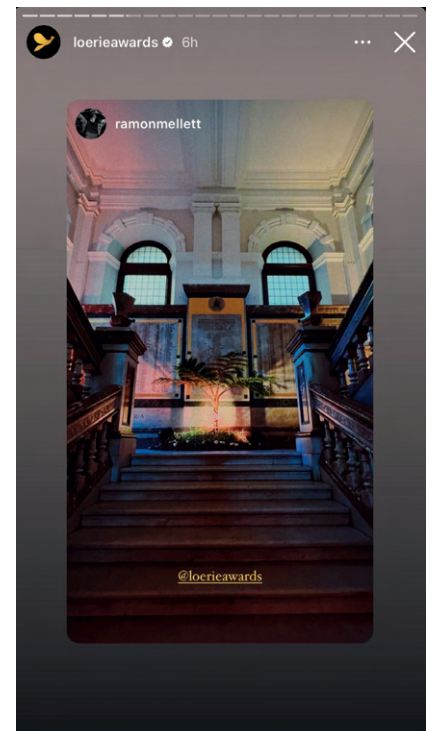
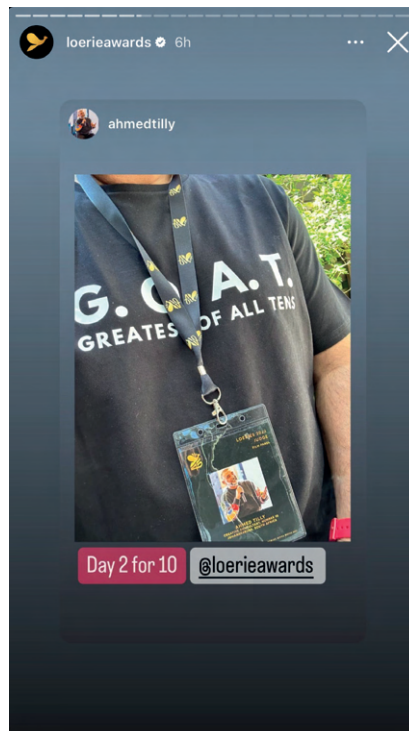
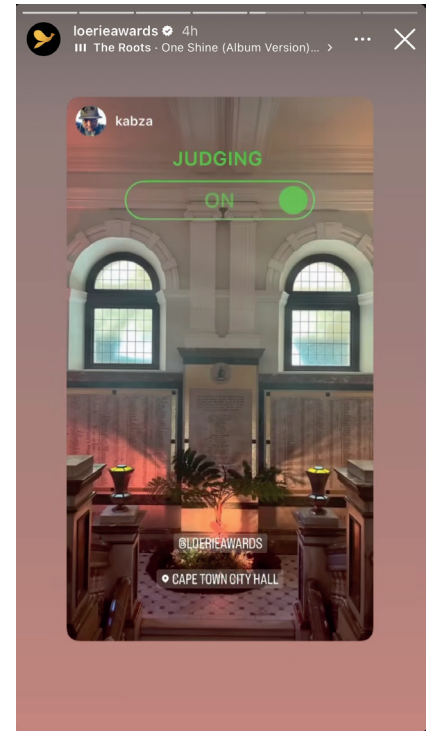
Here's to the future.  
To creating jobs and sustainable growth.  
To entrepreneurship and empowerment.  
To uplifting communities, and our economy.  
To raising our sights, our spirits, our glasses  
to big dreams realised in a country  
propelled forward by the power of beer.  
Cheers to the future.

**SAB**  
To a Future With More Cheers

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



# FROM SOCIAL MEDIA







**THANK YOU!**





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**Tik Tok for Business**  
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**The South African Breweries**  
Integrated Campaign Partner



**SABC**  
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**Woolworths**  
Young Creatives Partner



**Primedia**  
Co-host Mayor's Brunch



**The Rockefeller Hotel**  
Official Festival Hotel



**Gearhouse**  
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**UniWorld Group**

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**Red & Yellow Creative School of Business**  
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**Stellenbosch Academy of Design & Photography**  
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**Vega School**  
Partner of the Creative Future Scholarship



**Open Window**  
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**Ogilvy**  
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**TWBA**  
Official Education Partner



**SunshineGun**  
Official Education Partner



**Cape Town Creative Academy**  
Official Education Partner

## OFFICIAL SUPPLIERS AND PARTNERS



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Designers and Web Developers of the Loeries



**Aon South Africa**  
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**BEE Online**  
BEE Verification Services



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**BEE Online**



**Creative Circle**



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**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**