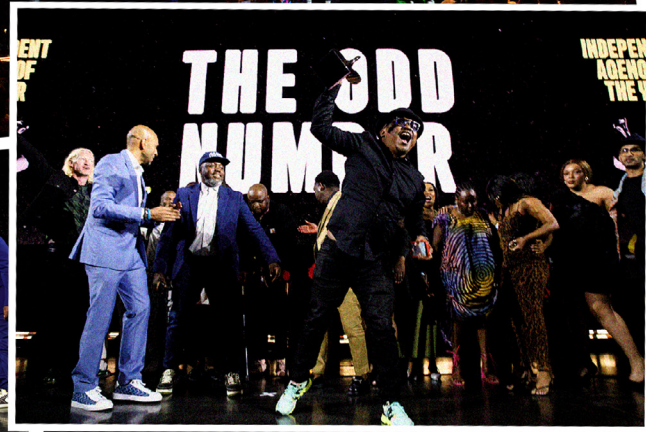


THE LOERIES WRAP UP 2024



THIS IS **TOUGH** SO ARE YOU



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OCTOBER 2024

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"THIS IS TOUGH AND SO ARE YOU..."

A message from the Loeries CEO, Preetesh Sewraj

Loeries Creative Week celebrated the creative best of the Africa Middle East brand communications industry. Loeries Creative Week included judging, a host of masterclasses, an expo, young creative and scholar programmes, a Mayor's brunch and two awards nights – and naturally, the near mythical afterparty – Loeries CEO, Preetesh Sewraj, shared his key message.

Advertising impacts people's lives

"The key thing that I would like to tell the industry is around our key theme, "This is tough, so are you". You have brands and agencies and production companies working harder than they've ever worked before. It's tougher times, we know that budgets are constrained, but despite all of this everyone is working for the one shared passion – how do we grow brand communications? How do we support our brands? How do we ensure that we make a meaningful impact in the lives of our consumers? And my key message is that even though this is tough keep going, keep pushing.

"The impact of this industry, taking a step back, can be quite dire and the way that we qualify this and have a look at it is that so much of the world that we live in is powered by advertising. Responsible journalism, great news shows on television, radio and print is because advertising funds that. The reason why we can actually make a difference in economies is because advertising tells consumers which new phone to buy all the way to which washing powder they should actually buy, things which improves their lives. Advertising impacts so many aspects of people's lives. So, the people behind us and the people in the industry who are taking so much strain, they are doing it for a higher cause and that is to ensure that we are contributing to a well-functioning society that is able to make a difference in consumers' lives and to make an impact in communities and countries and economies around the world."

Sewraj was most excited about the opportunity to bring the industry together during Loeries Creative Week.

"The Loeries are in a unique position where we can bring the whole of Africa and the Middle East, the key members of the brand communication industry here to the City of Cape Town to celebrate the best work. Then we add the layer of international jury presence who are also part of this process, we add the layer of international partners who interested in supporting the eco-system across Africa and the Middle East and also add the general public, this is a better opportunity for them to understand the work that is happening so bringing all these people together makes me really excited.

"There are challenges in the industry, but we need to rise above the "This is tough" phase.

"In the work that we are looking at we are not necessarily seeing the quality that is exciting the jury presidents. You've got pockets of excellence, but on the whole, we've got to ask ourselves how are we going to improve the quality of work that is happening right now. We have to stay vigilant, look at our craft and elevate our creative thinking."

Huge respect for our partners

"The Loeries is a non-profit and the mission of The Loeries is so important and we need partners to make sure that it runs. We should be mindful of the fact that these partners have challenges, they're having budget constraints, but despite all the challenges that they are going through, they come out in strong support of The Loeries. They understand the value of what has to be done. We are thankful to have such strong partners along on this mission with us to support the work that makes a difference. What more can we ask for than amazing people and amazing brands supporting the work."

The party still matters, right?

"The afterparty is an intrinsic part of The Loeries experience and it's one that we put a lot of effort into. So we've got multiple parties. We have a Chairperson's Party, the Judges Wrap Party, the industry is having parties and then the big one, The Loeries official afterparty, which is happening at CABO Beach Club and we're very excited about it, because again, it leads into one important mission, how do we bring this industry together? How do we give them a platform to network and to build the relationships, which is going to lead to the best work that comes out of the region.



UPHOLDING THE REGIONAL CREATIVE STANDARDS AND CELEBRATING EXCELLENCE

A message from the Loeries Chairperson, Kabelo Moshapalo

Let's celebrate us for being us

"Africa and the Middle East is a very big, very vast and very rich region in terms of its textures, colours and the diverse opulence of its people and what we do is about people. This Loeries Creative Week is about upholding that and celebrating us for being us. Recognising what work is best coming from the region. Celebrating language diversity, looking at the nuances and the key insights that drive this region and making sure that the integrity of that is upheld. It's resetting the benchmark by awarding the best of the best.

"The most important thing is the talent pool incoming, which is nurturing all the young talent at the student expo, the masterclasses, letting the new people coming into the industry see what is possible, seeing that they can go the distance and do things with an Africa Middle East perspective."

This is the biggest show in the region for creativity

"Soak it in, sponge it up, be inspired, enjoy the fruits of all the hard labour that has been put in to get you to this point. Be

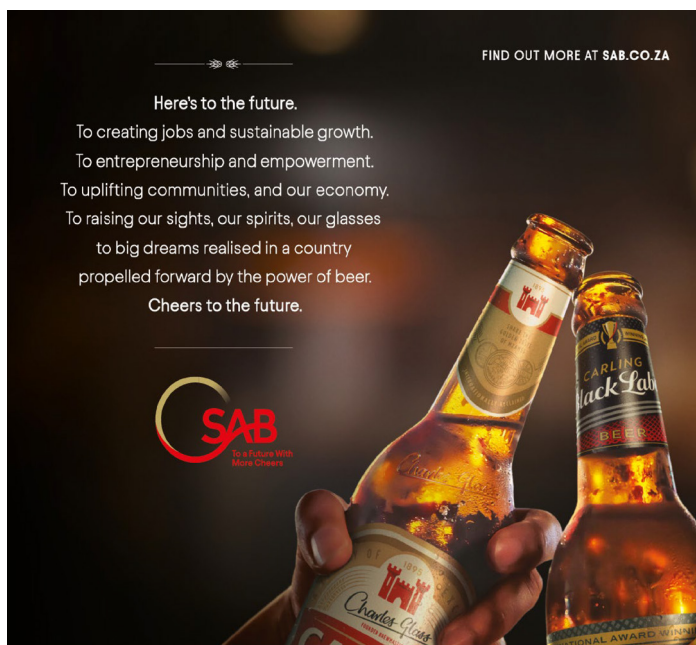
inspired by the work that wins, do better, do one-up on that next year. Let's keep things on a high level of creativity and innovation and let's focus on regionally nuanced, contextual and beautiful work."

Two awards shows to celebrate the cream of the crop

"It's a spectacle! It's the one time in the year that the whole industry comes together to connect over work. Work that has been produced, not briefs that haven't been approved or budgets that haven't been signed off. This is about the real fruits of our labour. We get to celebrate it. There is a stigma around our industry and its standard, but I really believe that we have great people, great talent and it's time to shine."

Creativity in Africa and the Middle East is at a point where we can recognise our power

"Our power is our people and lies in how we serve them. We have to bridge the digital divide and embrace the uncertainty of our future. There is great potential for uplifting and enriching what we're doing. Do it for the people!"



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AND TALENT. AND CREW.
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MAKING IT HAPPEN



TikTok for Business



BIG KAHUNA FILMS

WELCOME TO THE CITY OF CAPE TOWN

A message from the Executive Mayor of The City of Cape Town, Geordin Hill-Lewis

Cape Town rolled out the welcome mat to a menagerie of the creative industry's finest from across Africa, the Middle East and the rest of the world as they descended on The Bungalow in Clifton to be welcomed by The City of Cape Town's Executive Mayor, Geordin Hill-Lewis.

Hill-Lewis, Kelvin Storie, Primedia Broadcasting's Chief Commercial Officer and The Loeries CEO, Preetesh Sewraj addressed the stylish patrons at the fourth annual Mayor's Brunch. They all stressed the vital economic and social role that the industry plays in uplifting economies and the people in the territories that they serve.

Here is the Mayor's address:

Good morning, ladies and gentlemen.

What a pleasure it is to welcome you all to Cape Town – again – for South Africa's premier advertising and brand communication showpiece: the 46th instalment of the Loeries.

We are honoured to have such a distinguished list of advertising industry luminaries in town, from right across Africa and the Middle East, and I hope Cape Town is treating you all very well.

Almost exactly a year ago I stood here and said we'd love to have you all back in Cape Town for the next Loeries Awards, because this week means so much to us as a City, and here you are!

So please accept my warmest welcome to the Mother City, and my best wishes for an unforgettable Loeries week.

You seem to have brought the weather with you too. After what felt like the longest, wettest winter in recent memory, with Spring's arrival forever delayed, we finally have the kind of weather that really shows off our city.

I hope there is some time, in between all the judging, expos, classes and awards ceremonies, to experience Cape Town at this lovely time of the year.

This is now the fourth year running that the Loeries Awards are being held in Cape Town, and when you speak to people in the industry – and particularly those from out of town – the overwhelming consensus is that the Loeries and Cape Town are a perfect fit.





Not only are events like these our bread and butter, with our world-class hospitality industry and unmatched event support services, we're also a great fit for the culture and the spirit of the Awards.

More and more, Cape Town is cementing its reputation as one of the world's most unique and fresh creative hubs.

This is a place where ancient history, spectacular natural beauty and cutting edge technology all come together to produce the kind of environment where those with the spark of creativity feel at home and can thrive.

Cape Town is a city of film studios, recording studios, design agencies, animation studios and, of course, a remarkable selection of advertising agencies.

We have more rock bands, music composers, graffiti artists, independent filmmakers, gaming developers, dance studios, art galleries and theatres per capita than anywhere else in South Africa.

The more our reputation as a creative centre grows – and the more the City is able to support these creative industries with the infrastructure, technology and business support they need – the more we will attract this kind of enterprise. The fact that this is a lekker place to live doesn't hurt either.

There is something about the way of life here in Cape Town that is simultaneously laid back and exciting, and this very much appeals to the kind of people who gravitate towards these industries.

Our city's "creative zones" – whether in the CBD, Green Point, Tamboerskloof, Woodstock, Observatory or in any of our other rapidly developing business nodes throughout the northern and southern suburbs – are constantly refreshing and reinventing themselves, and there are so many parts of Cape Town today that feel well suited to your kind of industries.

Along with these businesses come the cafes, restaurants, coffee shops, bars and lifestyle stores that, together, create an ecosystem where the often young creative crowd fit right in.

But of course there's another reason why Cape Town punches above its weight in the advertising and brand communication space, and that is because we have an abundance of excellent education institutions in the metro.

With multiple specialised advertising colleges and multiple universities offering relevant qualifications, Cape Town continuously produces the talent that keeps the local advertising industry healthy and growing.

And we need this more than ever before.

As you all know, our country has a massive challenge on its hands when it comes to opening up work opportunities for young South Africans. Even those with good tertiary qualifications struggle to find a foothold on the jobs ladder, and the employment situation across all sectors in South Africa is dire.





I wish you the best of luck, and I cannot wait to see which campaigns get rewarded this time round.

And while you're here taking in the sights and sounds of the Mother City, keep in mind that everything you see here is a potential idea or location for your next campaign.

We'd love to have you back here soon as a client of one of our many excellent production companies or studios.

Please enjoy everything Cape Town has to offer. Until next year this time, I hope.

Thank you.

Cape Town, while still far from where we want to be, is fairing a good deal better than the rest of the country though, with a broad unemployment rate that's a full sixteen percentage points below the national average.

But as I said, still far too high. Which is why it was great to see, on your Loeries Week programme, so many activities aimed at the advertising industry of tomorrow. From the student expo that runs alongside the Loeries expo, to your Creative Future Masterclasses, to the Investec High School Programme where the next generation of talent can get some insights into this industry, it really is encouraging to know that you are so heavily invested in the future.

I know that Cape Town's young people are full of creativity and ideas, waiting for an opportunity to express themselves, and hopefully to do so in a fulfilling and sustainable career. I am sure Loeries Week goes a long way towards sparking an interest in advertising and perhaps launching the advertising careers of tomorrow's stars.

I am also delighted that you will get to use our beautiful City Hall once again for your Awards nights, as well as for the judging process.

We are very proud of our grand old sandstone building in the heart of the old city centre and we work very hard to keep her beautifully restored and in top working order.

We love sharing our City Hall with the world – whether it's for the many incredible performances by our Cape Town Philharmonic Orchestra, or for prestigious events like the Loeries – and I hope she serves you well this week.

To all the agencies and creatives in the running for awards,





LOERIES MARKETING LEADERSHIP & INNOVATION AWARD

The Loeries awards Bridget Harpur the Marketing Leadership & Innovation Award



This is a big deal

In 2007 The Loeries introduced the Marketing Leadership and Innovation Award. The award is to an individual in recognition of their marketing achievements over an extended period of time. Each year, a shortlist is compiled – based on the success of individuals and their brands over previous years at the Loeries.

This year's winner is Bridget Harpur, Head of Marketing at VWSA. She recognises the heft of the achievement, but is also cognisant of the fact that it comes with a responsibility. She says, "Being recognised like this is such an honour but also feels like a weighty responsibility to do more to uplift the industry in any way that I can."

Innovation is a mindset

Innovation is firmly entrenched as a cornerstone of the brand communication industry, but it's also a subject that invites lip service. So, what does good innovation look like? "Innovation is a mindset. We owe it to the consumers whose space we invade to make it interesting, make it engaging and add value to their lives."

In uncertain times what the industry needs is great ideas, it needs to find new ways of looking at everything

What about the future of brand communication? "The future will continue with brands needing to position themselves as story tellers - tapping into the human truths that are developing around us every day."

To celebrate her outstanding achievement Bridget is going to enjoy a lunch with, "Delicious South African wine of course!" Yet she stresses that she's already thinking about how "I can serve the industry to continuously improve and put the continent back where it deserves to be."

LOERIES HALL OF FAME

The Loeries inducts BBDO's Dani Richa into the illustrious Hall of Fame

Dani Richa, the Chairman BBDO Europe, Middle East, and Africa and the Chairman & CEO IMPACT BBDO Group of Companies, was announced as the Loeries Hall of Fame inductee during Friday Night's awards show at the 2024 Loeries Creative Week.

The Loeries Hall of Fame Award recognises select creative individuals for their notable lifetime contributions towards the success & impact of the brand communications industry.

Richa has had a remarkable career in the industry. We asked him a few questions on what this means? How he got here and, importantly how he's going to celebrate the outstanding achievement.

What does it mean to be recognised for your work in this way?

"Wow, it's incredibly humbling to be recognised like this. This industry is packed with talented people, so to be singled out is a real honour. I'm so grateful to The Loeries, my colleagues and everyone who's supported me along the way. You know, being inducted into the Hall of Fame isn't just about me. It's about the power of teamwork and all the incredible work we've done together at BBDO. I'm so proud to share this with all of them."

A stellar career...

"Okay, so, my career path, it might seem a little, you know, unconventional, but honestly, it all started with this deep passion for creativity. Like, even as a young student in Paris, I just knew I wanted a career where I could really express that passion.

"Starting out as an Art Director at Leo Burnett, gave me an amazing foundation but joining BBDO? That's what really ignited my career, you know? Becoming a Creative Director in my mid-twenties, that was a huge moment for me and those 7 years were so formative.

"Of course, I had to, test the waters elsewhere, but I quickly realized that BBDO was where I belonged. It felt like coming home when I returned as CCO.

"In 2010, I took on the challenge of leading the Impact BBDO Group. It was a big change, but I was determined to lead with my creative hat on, you know? Building a strong creative culture and empowering talented people, that's always been my thing. I was lucky to be given even more responsibility as we grew, with new companies joining and our reach expanding. It let me really develop my leadership skills and contribute to the growth of the whole network.

"Looking back, this whole journey has been incredible, filled with amazing experiences and collaborations. And you know what? I'm just as excited today as I was back then in my twenties! I feel like I can do even more now, with the same energy and drive. The only thing that's really changed is that I see the road ahead much more clearly."



AI means we're living in a whole new world...

"I'm really excited about the future of the creative industry! AI is changing everything, giving us incredible tools to understand our audience better and unlock a whole world of new creative possibilities. Just imagine being able to personalize every ad and message to each person's unique preferences!

"Of course, it's not about AI taking over. It's about humans and AI working together. We bring the creativity and intuition, and AI brings the data and insights to make our ideas even stronger. Plus, AI can handle those tedious tasks, freeing us up to focus on what we do best: coming up with amazing ideas and telling compelling stories. This partnership between humans and AI is going to push the boundaries of what's possible in the creative world. I can't wait to see the incredible work that comes out of it!"

How was your stay in The Mother City, Cape Town?

"I always have an amazing time in Cape Town! I've been here many times and every time it completely captivates me. The people are so warm and welcoming, the food is incredible, and the wine... well, let's just say I've discovered some new favourites! But what truly steals my heart is the light - It's like the whole city is bathed in this golden glow, like magic hour all day long. It's something you have to experience to truly understand."

"Cape Town has this incredible vibe and energy. It's a city that feels both grounded and aspirational, where creativity and innovation thrive. It's almost like it has its own unique perspective on the world. In fact, a colleague of mine Mike Shalit has a world map in his office that's upside down, with the Cape at the top. It's a playful reminder that sometimes, you need to shift your perspective to see the world in a new light. And that's exactly what Cape Town allows you to do."

What does the Loeries mean to you?

"How do you view this geographic and philosophical partnership between Africa and the Middle East in the creative brand communications?"

"I see this partnership as something really powerful. We're all here to show Africa truly are. And The Loeries? It's the perfect stage for that! It's like we're finally getting a chance to tell our own stories, in our own way. For too long, people haven't really understood what our region is all about but now, we're coming together to change that. We've got such a vibrant mix of cultures, traditions and perspectives... it's incredible! By working together, we can really show the world what we're made of."

"But it's not just about culture, right? It's about opportunity too. The Middle East and Africa have a huge market – hundreds of millions of consumers! By joining forces creatively, we can bring in more investment, create jobs and boost our economies. Let's be honest - The Loeries has always been the place to celebrate amazing creative work. So, bringing the best minds from across the Middle East and Africa together? It's a no-brainer! We can inspire each other, push boundaries and create work that blows people away."

"Honestly, I'm so excited about what this partnership can achieve. We've got the potential to make a real impact on the world stage. This is just the start of something amazing!"

Celebration time!

"This whole thing feels like a celebration in itself. All those years of work, the passion, the amazing people I've collaborated with... it's all led to this moment. And while this award is an incredible honour, I really believe the journey is just as important as the destination. I've always tried to approach my work with a sense of joy and playfulness, never taking myself

too seriously. I think that's helped me stay creative and open to new ideas. In fact, this win has just made me more fired up! I'm eager to keep pushing the limits, explore new creative avenues and help the next generation of creatives find their own path. It's like this is just one chapter in a much bigger story."

"Now, of course, I'm going to celebrate properly! Time to crack open one of those rare bottles of single malt I've been saving for a special occasion like this and I can't wait to share it with my colleagues and family. They've been my rock throughout my career, so this is a chance to say thank you and celebrate with them. But honestly, the real celebration is in the work itself. Being able to create, inspire, and make a difference... that's what gets me up in the morning. This award just confirms that I'm on the right track and that my work matters. And that's the best feeling in the world."

A selection of Dani's quite amazing list of accolades:

- Cannes Lions – Network of The Decade.
- WARC Creativity – IMPACT BBDO Top 10 agencies in the world 2024. 2023. 2022.
- World Creative Rankings –IMPACT BBDO Top 10 agencies in the world 2023.
- Cannes Lions – MEA No.1 Agency: 2023. 2022. 2021. 2020. 2019.
- Campaign MEA Network of the Year : 2023. 2022.
- Campaign ME Creative Agency of the Year : 2023. 2022.
- Dubai Lynx – Agency of The Year: 2022. 2021. 2020. 2019. 2017. 2016.
- Clio Awards – Network of The Year: 2022. 2019. 2018. 2017. 2016.
- Mad Stars –IMPACT BBDO Global Agency of The Year: 2023. 2022.
- LIA – MENA Agency of The Year: 2023. 2022.
- Loeries Official Rankings – Impact BBDO – No. 1 - Ranking by agency – MENA: 2023; 2022



LOERIES MASTERCLASS HIGHLIGHTS

The Homecoming Centre, in Cape Town's District Six was a hive of learning and debate during the Loeries Creative Week as it hosted an assortment of masterclasses so that creatives from across the African continent and the Middle East could flex their intellectual muscles.



PEOPLE ARE AT THE HEART OF STORYTELLING – SABC STORYTELLING MASTERCLASS

Stories are magical and are deeply ingrained in the African psyche. This was the major takeaway from the illuminating Masterclass hosted by the SABC for Loeries Creative Week on Thursday morning in Cape Town.

An experienced panel of storytellers, chaired by Goodhope FM's Carissa Cupido including seasoned television host Katlego Maboe, the host of Deal or No Deal, former host of Expresso, Strictly Come Dancing and a host of other shows, Metro FM Breakfast host Sabby "DJ Sabby" Mtshali and Zanele Potelwa, host of 5FM's 5Drive show shared some of the insights that they have gleaned through their service to the nation.

One to one, makes it feel like you're speaking directly to me.

Radio, says Zanele, speaks directly to the listener, a lesson that she has learned through countless calls to her show from people who said that they felt that what was being said spoke directly to their experience of life. "Sometimes people have had a really tough day, and we're there for their drive home. We're a family, we're all connected through this thing that we do."

Through their work and by allowing people to tell their own stories through the show the 5Drive team are able to put a smile on their faces,

they can make them laugh. "We are African, storytelling is in our bones," says Zanele stressing that people absolutely love being told stories.

"The immediate connection of radio is why I love it so much. We can make someone's day or do the opposite," She recalled someone calling in who had lost her sister who called the show to tell Zanele that listening to the show made it possible for her to smile in spite of her circumstances.

The impact of human stories

We live in a country of enormous diversity and, says Katlego, "We were brought up on stories. Telling each other's stories moves us forward." He spoke about the



great responsibility of hosting a show like Deal or No Deal and how it presents an opportunity to allow someone to tell their story in a high-stress situation. "Some people just want to twerk in Dubai. Some people want to change their lives. I need to get people to buy into that person's journey."

Katlego views that we find it hard to talk outwardly about our dreams hits a nerve and begs for further introspection. "We play small, because we don't want to say that we're first in our family to do something. But, we have to, we must project our dreams, because you never know who you're going to inspire."

He told the story of an emotional rollercoaster of walking a contestant through his Deal or No deal ordeal. Of putting R125 000 on the line, gambling and winning. "I could hear his should growling within. When it's your day, it is your day. allow it to be."





Let's test how much our listeners love us

Metro FM's breakfast don, DJ Sabby, spoke about the boldness of seeing whether listeners who tell him and his team how much they love them every day would be prepared to put their money where their proverbial mouths are...

"Winter hit. People were sleeping on the streets, sleeping in their school jerseys. We were about to do show number 100. So, we told the boss lady we have an idea. We're at a stage where we can say we love each other, us and the audience. Let's test it. Could we collect 100 blankets. In the end we received an insane number of blankets. We couldn't believe how many."

The team could make a very real difference to people's lives, and they did it together with their audience. "It's about finding solutions through you and through

us. It was a real highlight moment for us... We could create something tangible through Metro FM cares. We're in the business of changing lives."

We understand the audience

The Masterclass highlighted the importance of broadcasting in the country, the diversity of its audience and the interactive nature of, especially, radio as a medium. When storytelling is done from a human perspective people can relate. Says Zanele: "People are at the heart of storytelling. It's about being real and making people feel it really is about that human experience."

Giving storytelling the opportunity to unfold and trusting the creative minds who engage with audiences every day, with the opportunity to run with their ideas. As Katlego says, "Trust us a little bit more. We do have the finger on the pulse. This will work,

because we have an understanding of the audience. Spontaneous genius unfolds beautifully."

The SABC continues to stand for Ubuntu, they want to be around and about other people, they want to hear their stories. It's what the SABC stands for. A broadcaster for the people.



HOW NOT TO GO VIRAL – A TIKTOK MASTERCLASS

Social media sits right at the heart of so much that successful creative campaigns strive to be. And increasingly at the epicentre of this ecosystem lies TikTok. But how does one actually make content that reaches a wide audience and succeeds in delivering, or exceeding brand targets?

What the FYP?

Deanne Hofhuis, Creative Agency Partner for TikTok in Dubai hosted a Masterclass where she outlined what not to do if storytellers want to be successful.

It's going to be cringe when you start, get over yourself...

Right at the top of the list would be being too scared to climb cringe mountain. Everyone is trying to get from the “naysayers

to the land of cool,” explains Deanne. And the fact of the matter is that if you want to fail, you’ll stay stuck in your fear and never begin the climb.

Second on the list is to keep doing what you’ve always been doing. “The fact is what got us here won’t get us there. The things that used to work won’t work anymore. People and the way in which they consume content is constantly changing.” Thus, the worst thing to do is to look at what has worked for other creators and brands and to try and copy that. TikTok as a platform and social media in general requires constant innovation and at the heart of innovation lies creative planning.

Next on the list of things guaranteed not to work is copying everyone else’s homework. “If you share the strategy, you will divide the results. There are different ways of telling the story that you need to tell.” Once again, the stress here is on creativity as a vehicle for successful campaigns...





Comments are king

Another cardinal sin is ignoring the comments. “Community management is back!”. Very often the comments to posted content will tell you exactly what your audience is after. Reacting quickly and smartly to perceived poor publicity can give brands the run on other brands who are not of mind to stir the comments pot. Deanne highlighted great successes by brands like North Face and Stanley who pivoted quickly in response to negative consumer clips to turn the tide of the public back in their favour, with it displaying wit and guile.

Slay don't say

The final habit that would generate more yawns than likes is telling your audience about your product. They don't want to hear it. “Always find ways to get involved in an authentic way and provide entertainment.” The danger that we live in a world where the focus has been on safety rather than creativity, quantity over quality, share of voice over quality of voice is done with high quality content on TikTok always outperforming quantity.

So there's your message: Creativity is the single most important variable for successful sales and creative ads make more profit. We are back in the age of actual innovation, actual strategy, actual creative content.



UNILEVER – REAL BEAUTY IN AGE OF AI

Highlights of the masterclass schedule included a Masterclass by Unilever that explored Real beauty in the age of AI. The panel discussion focussed on the reasons for and the results of Dove's groundbreaking generative AI tool, which was designed to promote diversity and challenge limited beauty standards in the fashion industry.

Known as Dove's Real Beauty Generation, the tool seeks to redefine beauty standards in digital content creation and inject authenticity into AI-generated images. In doing so it's goal is to minimise the harmful effects of unrealistic beauty ideals perpetuated by traditional and AI-generated media.

Dove marketing manager, Lerato Dumisa explained that 90% of content consumers digest online by 2026 will be AI-generated and, worryingly AI is "Learning from toxic standards of beauty."



UWG - BLOOD, SWEAT, AND BRAND POWER: NAVIGATING THE BILLION-DOLLAR WORLD OF GLOBAL SPORTS

A game changing conversation with the UWG Africa team saw moderator, Ricky Schroeder, and our all-star panellists—Carlo Murison, Natalie Barlow, Natasha Petersen and Zinhle Zulu dive deep into the world of sports marketing.

The conversation dived deep into the emotionally-charged world of professional sports where the only ones more passionate than the competitors are the fans. Attendees were told that beyond just sport, our screens and the arenas represented a space where culture meets commerce and fans' passions ignite brand connections – authentic engagement was the battle cry!



HYPE & HAPPENING – YOU CAN'T RENT CULTURE! COMMIT OR QUIT.



Culture remained at the forefront of conversation during the Culture MasterClass - You Can't Rent Culture! Commit or quit. Here, a large panel discussed the importance of culture in not only how campaigns are designed, but also as a lead-generator in how the entire industry approaches its work.

The creative industry needs to realise that it is a guiding light in the development of culture and also has a radical role to play as a transformative tool in the region.

CREATIVE CIRCLE – CAN WE BE HONEST ABOUT THE STANDARD OF OUR ADVERTISING?

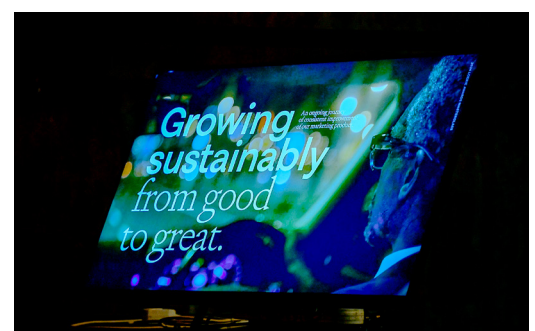
Also heard during the week was an extremely frank discussion about the state of advertising in the South Africa. A panel hosted by the Creative Circle and chair of the Creative Circle Carl Willoughby the Chief Creative Officer of TBWA\Hunt\Lascaris, discussed the results or lack of results at this year's Cannes Lions. South Africa won just won award and saw its status slide.



Willoughby pointed out that while Cannes and the marketing landscape have evolved, perhaps South Africa has not. Stress was placed on the fact that one dry year does not necessarily mean that the country's creative wells have dried. There are however other factors to consider, the creative brain drain primary amongst them.

NEDBANK & JOE PUBLIC – GROWING SUSTAINABLY FROM GOOD TO GREAT

Nedbank's conversation between Pepe Marais, Co-founder and Group Chief Creative Officer of Joe Public, and Khensani Nobanda, Group Executive for Marketing and Corporate Affairs at Nedbank looking at their journey together was another highlight and showed once again the calibre of creative work that can be put out when the client/agency relationship is rooted in trust.



LOERIES 2024 GOLD WINNERS – NIGHT ONE

Two Grand Prix awarded at first round of Loeries 2024 Awards



The creative industry's finest donned their most colourful best as The Loeries, the premier celebration of creativity in Africa and the Middle East hosted the first round of its Awards on Thursday 10 October, at Cape Town's historic City Hall.

For 46 years, the Loeries has been awarding creative excellence in the advertising and brand communication industry. Thursday's event focussed on the best in creativity in design, digital, out of home, print communication, B2B, social impact campaign and student. The night also saw the awarding of the Marketing Leadership & Innovation winner.

As the highest accolade in the industry across the Africa and Middle East region, the Loeries not only celebrates deserving work, it also promotes, supports and celebrates creativity by assisting marketers, agencies, and consumers to appreciate the value of ideas and fresh thinking.

The Loeries Creative Week is the largest gathering of its kind in the region and brings together the very best in the industry for a festival of networking, celebration, and recognition of great work.

Outgoing Loeries Chairperson, Sibusiso Sitole, described The Loeries as "The most powerful showcase of creativity in the world," while Kabelo Moshapalo who follows him into the role lauded the "Contextually charged ideas that speak directly to our people," adding that the region is ready to go global.



Student

- **Student - General Design** - a Gold Loerie was awarded to Jané Louw and Cape Town Creative Academy (Pty) Ltd for The Margins publication Dirty Kitchen
- **Student - Online Film, Short Film & Music Videos** a Gold Loerie was awarded to David de Matos-Ala, Jarrod Havinga, Martin Bekker, Marnus Koekemoer, Scott Lee Samuels, The Open Window for Powerless – Animated Film Trailer
- **Student - General Design** a Gold Loerie was awarded to Alexia Luyt and Stellenbosch Academy of Design for Photography for Sky Rats a Webtoons comic
- **Student - Online Film, Short Film & Music Videos** a Gold Loerie was awarded to Wiam Botma and The Animation School (PTY) Ltd for By Two 3D Animated Graduation Film

Design Gold

- **Design - Motion Graphic Design** - a Gold Loerie was awarded to Johnnie Walker and Wicked Pixels for Elusive Umami
- **Graphic Design - General Design** a Gold Loerie was awarded to Prototype and Leo Burnett for Zael - The Disappearing Font



Design Crafts Gold

- **Design Crafts** a Craft Gold Loerie was awarded to NBA and Leo Burnett Dubai for The Great Indian Dunk campaign
- **Design Crafts - Typography** a Craft Gold Loerie was awarded to Prototype and Leo Burnett for Zael -The Disappearing Font

Social Impact Campaign Gold

- **Social Impact Campaign** a Gold Loerie was awarded to Home Centre and Leo Burnett Dubai for The Homecoming

Print Gold

- **Print - Print Advertising** a Campaign Gold Loerie was awarded to Amnesty International South Africa and Joe Public for Scan The Scar

Print Crafts Gold

- **Print Crafts - Art Direction** a Gold Loerie was awarded to NBA and Leo Burnett Dubai for The Great Indian Dunk Jordan
- **Print Crafts - Photography** a Craft Gold Loerie was awarded to NBA and Leo Burnett Dubai for The Great Indian Dunk – Jordan

Digital Gold

- **Digital - Use of AI** a Gold Loerie was awarded to Parker and One Over One for Signature Sounds
- **Digital - Use of AI** a Gold Loerie was awarded to AnNahar Newspaper & Impact BBDO for The New President
- **Digital - Mobile Media** a Gold Loerie was awarded to Samsung & Cheil Dubai for Try Galaxy Fold Experience

Digital Crafts Gold

- **Digital Crafts - Use of Technology** - a Craft Gold Loerie was awarded to Samsung and Cheil Dubai for Try Galaxy Fold Experience



B2B Creativity Gold

- **B2B Creativity** a Gold Loerie was awarded to DP World and Edelman for Move to -15

Out of Home Gold

- **Outdoor Media** a Gold Loerie was awarded to Adidas and Havas Middle East for The Female Field

Out of Home Crafts Gold

- **Out of Home Crafts – Photography** - a Campaign Craft Gold Loerie was awarded to NBA and Leo Burnett Dubai for The Great Indian Dunk Shaq

Grand Prix

- **Brand Identity & Collateral** a Grand Prix was awarded to Empower Trading and Dash Digital Studio for Putting The Power Back In Your Hands
- **Print - Indoor Posters** a Grand Prix was awarded to NBA and Leo Burnett Dubai for The Great Indian Dunk – NBA India



LOERIES 2024 GOLD WINNERS – NIGHT TWO

The brand communications industry's best were out in style once again on Friday for The Loeries, the premier celebration of creativity in Africa and the Middle East, which hosted the second round of its Awards on 11 October, at Cape Town's historic City Hall.

For 46 years, the Loeries has been awarding creative excellence in the advertising and brand communication industry. Friday's event focused on PR, film and radio along with other key categories.

As the highest accolade in the industry across the Africa and Middle East region, the Loeries not only celebrates innovative work, it also promotes, supports and celebrates creativity by assisting brands, agencies, and consumers to appreciate the value of ideas and fresh thinking.

Loeries CEO Preetesh Sewraj lauded the Loeries partners and stressed that the awards exist to serve their shareholders, which is "Everyone in the room." Explaining that one becomes a member of The Loeries organisation by the virtue of your work being entered. "The business of creative excellence belongs to everyone."

Loeries Creative Week is the largest gathering of its kind in the region and brings together the very best in the industry for a festival of networking, celebration, and recognition of great work.

Outgoing Loeries Chairperson, Sibusiso Sitole, described The Loeries as "The most powerful showcase of creativity in the world," while Kabelo Moshapalo who follows him into the role lauded the "Contextually charged ideas that speak directly to our people," adding that the region is ready to go global.



Film Gold

- **Film - TV & Cinema Commercials – up to 90s** a Gold Loerie was awarded to Floward and Impact BBDO for Floward Works Like Magic
- **Film – TV & Cinema Commercials – up to 90s** a Gold Loerie was awarded to KFC and Ogilvy South Africa for Beyond The Sea
- **Film - Online Film - above 30s** a Gold Loerie was awarded to Nedbank and Joe Public for The Signwriter

Film Crafts Gold

- **Film Crafts – Direction** a Craft Gold Loerie was awarded to KFC and 0307 Films Pty Ltd for Beyond The Sea KFC 2.0
- **Film Crafts – Performance** a Craft Gold Loerie was awarded to Nedbank and DARLING FILMS (PTY) LTD for Honouring The Class of '76 Signwriter Film Youth Day Campaign
- **Film Crafts - Music** a Craft Gold Loerie was awarded to Allan Gray and Accenture Song for Everything Comes Around
- **Film Crafts - Sound Design** a Craft Gold Loerie was awarded to Nedbank and DARLING FILMS (PTY) LTD for Honouring The Class of '76 Signwriter Film Youth Day Campaign
- **Film Crafts - Editing** a Craft Gold Loerie was awarded to Bongeziwe Mabandla and Post Modern for Soze Music Video
- **Film Crafts – Cinematography** a Craft Gold Loerie was awarded to Nedbank and DARLING FILMS (PTY) LTD for Honouring The Class of '76 Signwriter Film Youth Day Campaign

Radio Gold

- **Radio Station - Commercials** a Campaign Gold Loerie was awarded to Salvation Army and The Odd Number for Papa, Mama, Koko
- **Radio Station - Commercials** a Campaign Gold Loerie was awarded to SAB (ABINBEV) and Joe Public for There's a beer for you - Okrrr, What's Gucci, Spill the Tea
- **Radio Station - Commercials** a Campaign Gold Loerie was awarded to Pineapple Insurance and Halo Advertising Pty Ltd for The radio campaign that cut... - Me Again, Update, Package Deal, Good News
- **SA Non-English Radio Station Commercials** a Campaign Gold Loerie was awarded to Game Stores and The Odd Number for Rock Bottom - Cycle of life, Keeping secrets, Ink Isn't Dry

Radio Crafts Gold

- **Radio Crafts – Direction** a Campaign Craft Gold Loerie was awarded to City Lodge Hotels and TBWA\ Hunt Lascaris for Bedtime Stories for Business People
- **Radio Crafts - Writing** a Campaign Craft Gold Loerie was awarded to Salvation Army and The Odd Number for Mama
- **Radio Crafts - Writing** a Craft Gold Loerie was awarded to Game Stores and The Odd Number for Game Installation Services
- **Radio Crafts - Performance** a Campaign Craft Gold Loerie was awarded to Salvation Army and The Odd Number for Mama



Service Design Gold

- **Service Design** - a Gold Loerie was awarded to Saudi Airlines and Leo Burnett KSA / Saatchi & Saatchi ME for ProtecTasbih



Effective Creativity Gold

- **Effective Creativity** - a Gold Loerie was awarded to Chicken Licken and Joe Public for Big John Ya' Hunga

PR & Media Comm. Gold

- **PR & Media Communication Campaign** - a Gold Loerie was awarded to AnNahar Newspaper and Impact BBDO for The New President

Media Innovation Gold

- **Creative use of Data Integration** - a Gold Loerie was awarded to AnNahar Newspaper and Impact BBDO for The New President
- **Channel Creativity** - a Gold Loerie was awarded to Omantel and Leo Burnett for WhatsApp Oman
- **Media Innovation - Single Medium** - a Gold Loerie was awarded to BMW and SERVICEPLAN MIDDLE EAST FZ-LLC for BMW iJACK



CELEBRATING YOUNG CREATIVES EXCELLENCE WITH JOEY GORDON

Loeries Young Creatives Award Winner 2024

In a ceremony expertly hosted by SA comedy king Loyiso Madinga that celebrated the best African and Middle Eastern talent in the categories design, digital, out of home, print communication, B2B, social impact campaign and student a key highlight of the night was the awarding of the Young Creative Award to Joey Gordon.

Gordon, who plies her phenomenal trade with The Promise Group, having previously been on the books at Joe Public said that she "Feels very grateful and blessed," adding that the magnitude of the achievement hasn't "sunk in yet."

All thanks to the quality of the brands that I work on

Joe public has really great brands that they work on, brands that give you really great opportunities. Being able to work on that really ups anyone's porti. The calibre of work that you can do with those brands is very high."

She feels that it's really important to celebrate young creatives in this way. "As a young person you don't really know what you want to do yet, I haven't really figured out what I want my career to look like yet. But I think winning awards like this just affirms that 'yes,' maybe I am in the right spot and doing the right thing. It makes you feel good and really proud of yourself. It puts you in a good spotlight, I've been getting calls all morning from people offering me jobs."



The Loeries are the biggest show in town and a vital cornerstone of the industry

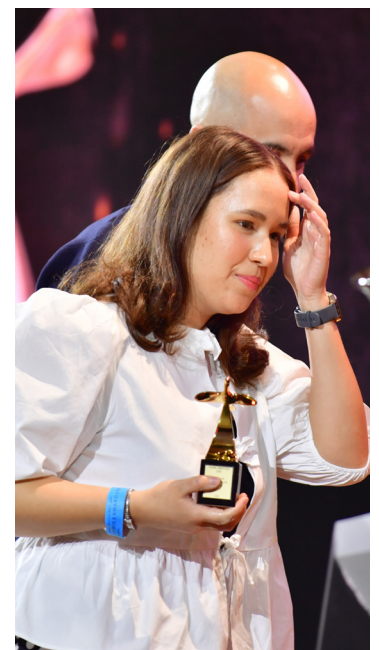
The Loeries plays a really vital role in the creative ecosystem, says Joey adding that "This is the creative industry's festive season, we always joke that the rest of the world have their festive season in December, but for us this is it. Even students at university, everyone knows about the Loeries as the top awards show and having your name next to that – that's really big."

Her most meaningful piece of work this year? "The Cure the Craving integrated campaign for Chicken Licken." How is she going to celebrate her win? "I'm really chilled, but I think I'll have a couple of tequilas and a glass of champaign."

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MAKING IT HAPPEN

HIGHLIGHTS OF LOERIES YOUTH EVENTS

The Loeries Youth Committee 2024 hosted the Young Creatives Brunch to foster networking & connections among young professionals and aspiring creatives.



HIGHLIGHTS OF LOERIES YOUTH EVENTS

The Investec Loeries High School Programme presented by Touch welcomed over 60 local high school students for a day focused on careers in brand communications, while the Loeries Student Expo powered by Publicis Groupe Africa showcased top final-year student work during Loeries Creative Week.



STUDENT EXPO
powered by
Publicis Groupe Africa

INVESTEC LOERIES HIGH SCHOOL PROGRAMME

LOERIES CREATIVE WEEK EXPO HAD SOMETHING FOR EVERY CREATIVE DESIRE

As the dust begins to settle on a memorable Loeries Creative Week, creatives from across Africa and the Middle East can reflect back on a magical time spent connecting, learning and sharing views.

A hive of activity throughout the week was the multi-purpose eventing and education space, Homecoming Centre, in Cape Town's District Six. The venue hosted an expo with numerous, well-known brands exposing the region's creatives to their wares.

The SABC hosted outside broadcasts from the expo centre. The live shows saw SABC Plus joining Good Hope FM. A highlight was The Morning Show, hosted by Fauzia Milan.

Bizcommunity conducted live interviews in the space, while Ilukuluku, a collective of artists & archi-designers created cutting-edge beauty through their displayed designs. They were joined by the Red & Yellow Creative School of business who proved a youthful focus and showed the tremendous talent that is being produced for the industry.

DKMS, the international nonprofit organisation dedicated to the fight against blood cancer and blood disorders were also there. Visitors were able to register as a blood stem cell donor

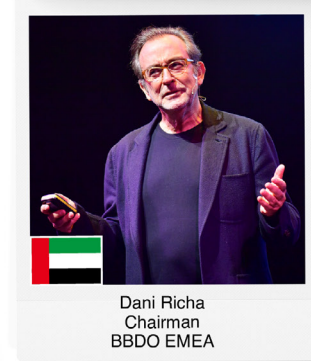
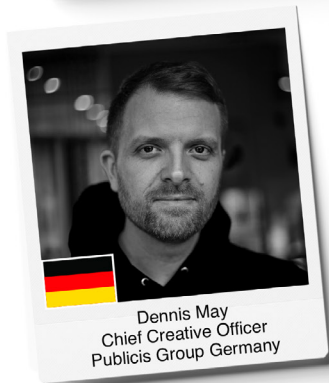
in less than 25 minutes. The registration, which involved a mouth swab gives donors the chance to save the lives of blood cancer patients.

For the sweet-toothed amongst the gathered Magnum were on hand to provide ice creams in the Cape Town heat. If tech is your thing, there was OPPO, the world's leading smart device manufacturers and innovators.



THE LOERIES INTERNATIONAL SEMINAR OF CREATIVITY

The Loeries International Seminar of Creativity, hosted by TV and radio host Leigh-Anne Williams, returned to the Homecoming Centre this year. The event featured an impressive lineup of speakers, including 2024 Loeries Hall of Fame inductee Dani Richa, Chairman and CEO of BBDO EMEA.



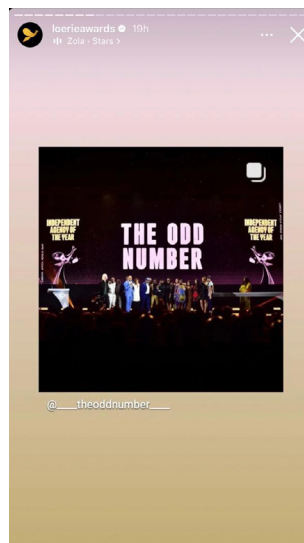
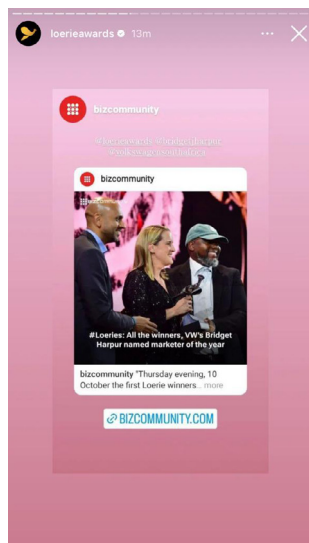
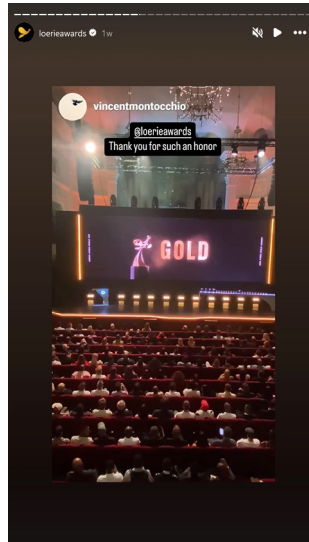
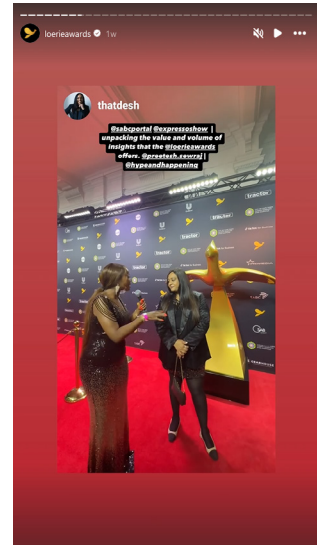
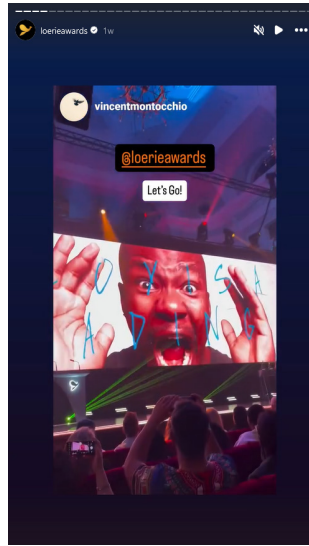
THE LOERIES OFFICIAL AFTERPARTY

The Loeries Official Afterparty capped off a fantastic Loeries Creative Week with an evening of vibrant celebrations, lively music & unforgettable moments at Cabo Beach Club.



**LOERIES
OFFICIAL
AFTERPARTY**
in association with
Johnnie Walker Blonde

SOCIAL MEDIA HIGHLIGHTS



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