

THE LOERIES



THURSDAY MASTERCLASSES

A CELEBRATION OF INNOVATIVE THINKING

LOERIES MARKETING LEADERSHIP & INNOVATION AWARD

UAE RECEIVED FIRST EVER RECIPIENT

YOUTH COMMITTEE BRUNCH

BRINGING YOUNG TALENT INTO INDUSTRY

YOUNG CREATIVES AWARD

EMPOWERED BY WOOLWORTHS

WINNERS FROM THURSDAY AWARDS

FIRST ROUND OF LOERIES 2023 AWARDS

CELEBRATING CREATIVE
EXCELLENCE FOR 45 YEARS

OCTOBER
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THE LOERIES MASTERCLASSES: A CELEBRATION OF INNOVATIVE THINKING

THE LOERIES MASTERCLASSES SAW SIX EXCEPTIONAL PRESENTATIONS THAT RANGED IN SUBJECT MATTER FROM PUBLIC BROADCASTING TO CULTURE, WOMEN IN THE WORKPLACE AND BLACK CREATIVITY, COLLABORATION AND THINKING OUTSIDE OF THE BOX.



Everywhere for everyone, always – a deep dive into multi-channel broadcast campaigns

DJ Sbu – Mofaya Energy Drink founder and South African seasoned broadcaster, Lala Tuku (VE Perspective – head of local content) and Sbongi Ngcobo (acting head of African language stations (ALS)) Ukhozi FM, courtesy of the SABC, unpacked the role of public broadcasting when integrating radio, TV, and online platforms to create consistent and impactful campaigns.

Unveiling the mask: Unravelling the authenticity paradox for women (in the workplace)

Facilitated by Brenda Khumalo, founder & MD at Lobengula Advertising, this presentation looked at women in the workplace in a world where leadership calls for strength and invincibility. While authenticity is powerful, it can lead to vulnerability. For women, this can lead to them navigating a corporate landscape where vulnerability is perceived as a weakness. And it is not.



Culture & Entertainment

This conversation examined key marketing trends for digital age success, with a focus on smart talent investments to optimise ROI, Davin Phillips from CSA Global together with industry luminaries in music, brand marketing, and popular culture discussed market trends, customer behaviour, influencer metrics and effective casting to achieve peak cultural brand relevance.



Conversing with Masters: Black creativity's African roots and global reach

Together with industry leaders, Gregory Edwards, president & CEO, UniWorld Group, Inc. (UWG), New York, explored the vibrant world of Black culture and creativity in Africa and across the diaspora. While the session celebrated the achievements, it also discussed the challenges and narratives of Black creatives who are reshaping industries, challenging stereotypes, and amplifying their voices on a global stage.

Growing a creative agency through collaboration

In a call to agency founders, creative directors, and marketers, Msimeki Nkatingi, MD of Woosh, delved into what distinguishes mere teamwork from true collaboration. Nkatingi shared some of Woosh's own case studies, giving actionable insights, while navigating the challenges and opportunities of collaborative work. Technologies that aid collaboration and strategies for international partnerships were also touched on.



Think inside the box: why native content always wins

TikTok is the social media darling of the world and Deanne Hofhuis, Creative Agency Partner, TikTok METAP, gave tips on how to create content for TikTok, with detailed trends.

"The big secret about creating award-worthy branded content on TikTok is that your next big idea is already on your For You Page. All you need to do to find it, is start scrolling." **Deanne Hofhuis, Creative Agency Partner, TikTok for Business, METAP**



LOERIES MARKETING LEADERSHIP & INNOVATION AWARD



Khaled AlShehhi, Executive Director of Marketing and Communication from the UAE Government Media Office was named recipient of the Loeries Marketing Leadership and Innovation 2023 – the first recipient from the Middle East region. to receive this Award.

On receiving the Award AlShehhi said, “In the 45th anniversary year of the esteemed Loeries Awards, held in the vibrant heart of Cape Town where cultures and creativity converge, I am profoundly honored to be the first recipient from the Middle East to receive the Loeries Marketing Leadership and Innovation Award. True innovation demands courage, a willingness to step out of one’s comfort zone, and an empowered team. In the UAE, we are fortunate to have leadership that not only recognizes but actively fosters these values, laying the foundation for a thriving innovation ecosystem.”

As Preetesh Sewraj, CEO of the Loeries explained, “The key thing with the Marketing Leadership and Innovation Award is that it looks at people who have been doing really amazing work in the marketing space over an extended period of time.”

Introduced in 2007, the selection for the Award is based on data, such as the Loeries rankings, which is reviewed by the Loeries Committee. Sewraj says Alshehhi stood out instantly. “Alshehhi is a brand champion for MENA region, renowned throughout the region for flying the flag high for the UAE by pushing the bar and supporting meaningful work.”

He has been praised for his efforts to build the Emirates’ nation brand through a myriad projects and initiatives.

This includes work such as Empty Plates that won the UAE Government a Grand Prix and Gold Loerie last year. In 2021 the Office’s Double Moon and First Arabic Countdown also won gold.

Receiving the Award, Alshehhi said that the UAE is not merely participating on the global stage; we are pioneering, transforming, and reshaping the global dialogue! This recognition is not just a personal accolade but a testament to the UAE’s unwavering commitment to innovation and its influential position in the global narrative.

“Our transformative journey at the UAE Government Media Office, highlighted by over 220 global accolades, showcases that creativity and innovation are not confined to commercial brands. Governments, and nations like the UAE, can be monumental storytellers, shaping global narratives.

“A massive salute to our dynamic team, dedicated talents, and collaborative agency partners! Our

collective brilliance across numerous campaigns and initiatives has set benchmarks, raised the bar, and inspired the global community.

Together, we challenge boundaries, discover our ‘Why not us?’ moments, and craft stories that resonate universally and inspire generations. Let’s continue this united journey of innovation and excellence.”

AlShehhi joins the ranks of previous recipients of the award, such as last year’s award winner Bernice Samuels, Chief Marketing Officer of MTN and 2021 winner Nedbank’s Group Executive: Group Marketing and Corporate Affairs, Khensani Nobanda.

AlShehhi has earned leadership roles in various organisations, including the Global CMO Growth Council, New York Festival AME Advisory Council, World Media Group’s Brand Advisory Board, The Public Relations and Communications Association Executive Board and Middle East Public Relations Association Strategy Board. Khaled has been recognized for his outstanding contributions to the field, including winning the World Media Group Award for Content Leadership & Innovation in 2022, the Honorary Award of the 2022 Effie MENA, and being named Advertising Person of the Year at the Dubai Lynx 2023, Digital Professional of the Year 2021 by The Public Relations and Communications Association (PRCA) and Marketing Game Changer by Campaign Middle East in 2020. He has also been featured in the Arabian Business’ 2021 Power List of individuals who are shaping the future of the Middle East.”

FIRST ROUND OF LOERIES 2023 AWARDS

THE LOERIES CREATIVE WEEK'S FIRST ROUND OF AWARDS SAW
THREE GRAND PRIX AWARDED.

The ceremony took place at the Cape Town City Hall, which lent a sense of history and style, adding to the grandeur to the event, which was hosted by David Goliath.

Bernice Puleng Mosala, Copywriter at Joe Public United, was named the Young Creative 2023. The Marketing Leader & Innovation Award was awarded to Khaled AlShehhi, the Executive Director of Marketing and Communication Sector, from the UAE Government Media Office

"It has been a long process of judging with the fantastic jury presidents from around the world, and I am really excited to see that we can now release the winners list, as the industry has been waiting for this. It makes a difference to the creative teams who have consistently put in work. This goes a long way in pushing creative excellence. Now we can start the process of celebrating some of the best work across Africa and the Middle East" says Loeries CEO, Preetesh Sewraj

Student

From The Animation School a Gold Loerie was awarded to Arowan Parker

From North-West University a Gold Loerie was awarded to Tamara Kirsten

From Red & Yellow Creative School of Business a Gold Loerie was awarded to Duncan Schröder

From Origo Film and AFDA a Craft

Gold was awarded to Leandros Brown From Red & Yellow Creative School of Business a Craft Gold was awarded to Amy Cavanagh

Design

Industrial & Product Design, a Gold Loerie was awarded to Heinz and FP7 McCann UAE for Ketch-Up & Down

Package Design, a Gold Loerie was awarded to Inverroche and Grid Worldwide for Inverroche Classic's Bee & Bee

Publication Design, a Gold Loerie was awarded to Home Centre and Publicis Groupe UAE for Unseen Tears

Digital

Use of AI, a Campaign Gold was awarded to The Riky Rick Foundation and TBWA Hunt Lascaris for Stronger

Social Media Campaigns, a Campaign Gold was awarded to Vodacom and VMLY&R South Africa for Vodacom One's Vodacom Hearing Challenge

Social Media Campaigns, a Campaign Gold was awarded to Heinz and FP7 McCann for HeinzJack

Digital Crafts

The Riky Rick Foundation's Stronger, a Craft Gold for Use of Technology was awarded to TBWA Hunt Lascaris Johannesburg

And a Craft Certificate for Music and Sound Design was awarded to

Nick Argyros, Craig Hawkins, Paul Norwood, Richard Staub, Gerrick Jones and David Law PPS's Finding the Forgotten Graduate, a Campaign Craft Gold for Writing was awarded to Irene Styger

OOH

Art Direction, A Craft Gold was awarded to Marc Nicolson for Volkswagen South Africa The Blind Spot

Grand Prix

Print Advertising, a Grand Prix was awarded to AnNahar Newspaper and Impact BBDO UAE for Newspapers Inside The Newspaper

Ambient Media, a Grand Prix was awarded to Volkswagen South Africa and Ogilvy South Africa for The Blind Spot

Social Media Campaigns, a Grand Prix was awarded to Heinz and FP7 McCann for HeinzJack

This year, over 2,100 entries were received, 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 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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YOUNG CREATIVES BRUNCH A SUCCESS

The inaugural Young Creative Brunch at Loeries Creative Week was a resounding success as it inspired and motivated an entire new generation of upcoming creatives. The young creative talent got to meet with industry creatives as well as the Loeries Youth Committee.

Bringing young talent into industry is a key objection of the Loeries, and addition to Creative Week is another example of this.

"The Youth Creatives Brunch was an exciting and insightful event. The geography of it being placed between the student and agency expos meant young people got the opportunity to bump shoulders with industry heads, budding and experienced creatives, creating a networking opportunity that potentially opened doors for future opportunities."

Sifiso 'Slick' Khoza, Chairman of the Loeries Youth Committee 2023 & Director at Teambest Productions



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2023 LOERIES YOUNG CREATIVES AWARD GOES TO BERNICE MOSALA

Bernice Puleng Mosala, a copywriter at Joe Public United, has been awarded the 2023 Loeries Young Creatives Award, empowered by Woolworths.

She received a Gold Loerie, during the first night of the prestigious Loerie Awards Ceremony, held at The Cape Town City Hall, on Thursday 5 October.

Mosala says the award feels surreal. *"I have dreamt of this since university. It is such an honour to stand on the Loeries stage, and be honoured for a body of work that I have produced."*

The award recognises a talented young mind in the industry who is doing innovative work in the early stages of their career and is on a trajectory of sustained creative excellence.

It is an indicator of the talent driving innovation and brand communications and recognises potential rather than actual achievement.

The Young Creative Award Jury Lead, Carl Willoughby, Chief Creative Officer, TBWA Hunt Lascaris Johannesburg says it is comforting knowing that there are young creatives entering the industry who can compete with their more senior peers.

"The competition in this category was tough, with some extremely talented people in the mix. Bernice, however, deserves this award. It wasn't just the volume of work she produced but the quality of thinking that set her apart. I hope



this recognition helps motivate her to do even more. I know she's well on her way to being one of tomorrow's industry leaders."

Joe Public United's Co-Founder and Group Chief Creative Officer, Pepe Marais says Mosala is one of those rare young creatives that punches above her weight, in everything she does.

"She is incisive, yet open to constructive feedback. She is exceptionally talented, with a high level of humility to match. She has firm views, which she brings across gently. But most of all, Bernice is a down to earth individual, who cares deeply about her fellow human beings. She gives without wanting to receive, which is why she deserves to be the Loeries 2023 Young Creative," he says.

For Mosala the award is a dream come true. *"I have dreamt of this moment since university when I first found out about the Award. It is surreal that I have been able to create a body of*

work with my partner Raphael Kuppasamy and the incredible leaders from two agencies. Joe Public United invest so much time and so much effort into me to be the best I can be. It is such an honour to stand on this stage at the Loeries."

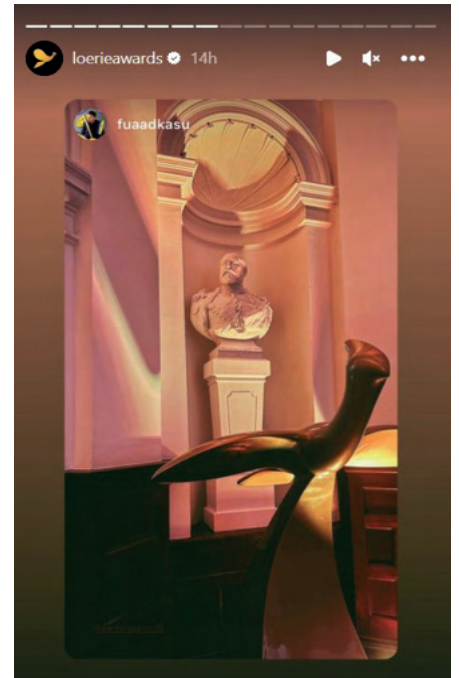
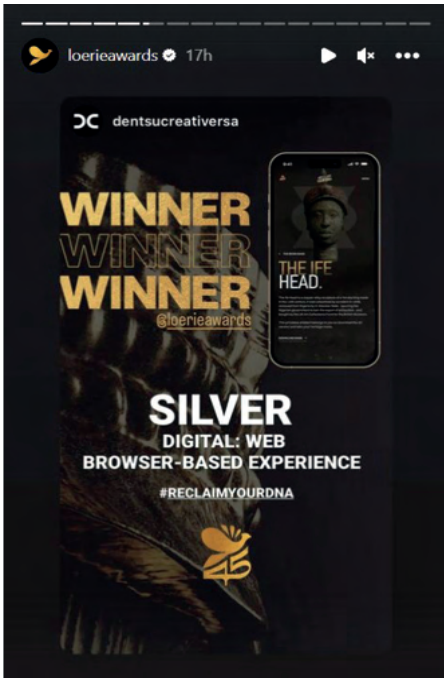
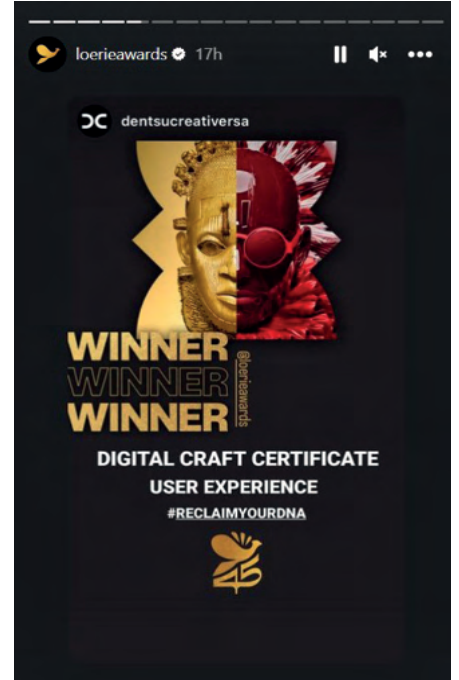
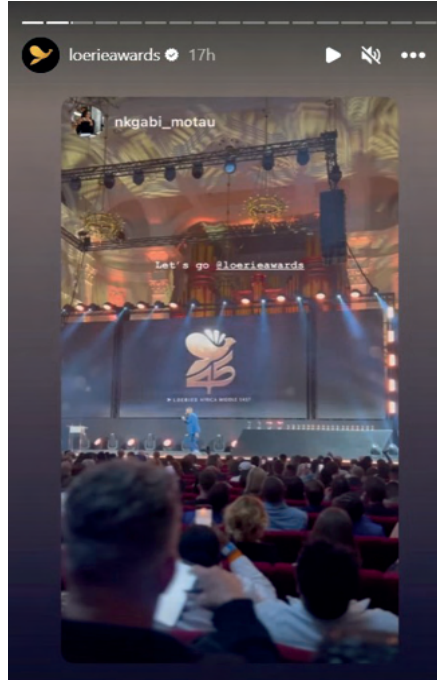
STRATEGIC PARTNERSHIP WITH WOOLWORTHS

This year, the Loeries and Woolworths formed a strategic partnership to support and grow the Loeries Young Creative Award to continue the legacy of the award.

Its support of this Award reflects Woolworths' dedication to nurturing and empowering the youth, which matches The Loeries mission to inspire and empower the next generation of creative leaders.

The Loeries award creative excellence in the advertising and brand communication industry. The Young Creatives Award is free to enter and entrants need to turn 27 during the award year or be younger.

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