

Key points on how to prepare a Loeries entry

The key points presented at last week's DMMA seminar on how to prepare a Loeries entry aims to focus entrants who have until 31 May 2013 to submit an entry. Key questions are; is it fresh, is it groundbreaking, is it well-executed, is it beautifully crafted, and is it relevant to the brand, the market and the medium?



The seminar was presented by Graham Warsop (executive chairman, Jupiter Drawing Room), Tony Koenderman (associate editor, Finweek), Rob McLennan (ECD, King James2), Frank Luckin (ECD, Ogilvy Johannesburg), Festus Masekwameng (ECD, Mojo MotherRussia), Conn Bertish (ECD, Quirk Cape Town) and Andrew Human (CEO, Loeries).

Six key points

1. Start with a great idea. No matter how well your entry is presented, if the idea isn't strong, the judges will see through it.
2. Keep it simple. Focus on the core message - what was great, why it's relevant and how you did it.
3. Don't create work with the sole purpose of winning an award. It needs to be relevant and have purpose. The judges will see through an integrated campaign for Joe's Chip Shop.
4. Study the categories and know where to enter. Familiarise yourself with previous winners by studying the [Loeries Archive](#) and visiting the travelling exhibition. Understand the rules and where separate elements of your campaign can be entered - [view categories](#).
5. A bad presentation could lose you an award. The Loeries judges are looking at a lot of work. If your presentation makes it difficult for them to see why your campaign is innovative, well executed and relevant, it won't win.
6. Make your stats relevant. Many presentations offer laundry lists of Facebook likes and increased sales as evidence that the campaign was relevant to the brand and the market. However, stats need a context to make sense. Pin them to something the judges can relate to. Again, don't ask the judges to work hard to figure out what makes your campaign worthy of winning.

In summary, your entry needs to demonstrate that the work is worthy of a Loerie. Produce outstanding work, and present it well, and you'll add more birds to your trophy cabinet.

For more information, go to [and www.loeries.com/default.aspx?link=how2enter_criteria www.loeries.com](#).