

## Final call for Loeries entries

The extended entry deadline for The 2010 Loerie Awards is next week Monday, 14 June. Eligible work must have flighted between 1 June 2009 and 14 June 2010, and should be submitted by that date. The awards are open to the whole of Africa and the Middle East across all areas of brand communication.



### 2010 entries, deadline in July

World Cup-related communication may be entered up until 13 July due to a special extension that was granted. The extension has been put in place to ensure that any winning World Cup media can be awarded during the Loeries 2010 Festival Weekend, Cape Town 1 - 3 October, in the same year as the international soccer event. Work eligible includes all brand communication that is in one way or another related to the hosting of the World Cup in South Africa, and is not limited to official World Cup communication.

International crafts can also be entered this year, if the person nominated for the craft is from the eligible region. Full details on entry criteria and categories are available on the [Loeries website](#).

### Special awards in 2010:

- **Ubuntu Award:** A new category, sponsored by Hetzner, to recognise the positive influence of brands on our social and physical environment.
- **SABC New Voice Radio Award:** Promoting the production of non-English radio advertising. Unlike all other categories, entries can be pro-active and do not need to have flighted and the top three winning entries will receive SABC Radio airtime as well as all-expenses paid samplings of the most indulgent and inspiring treasures of the Mother City. NOTE: Non-English Radio entries that have flighted may be entered in the main Radio category as well.
- **SAPPI Creative Use of Paper Award:** All paper-based entries are automatically eligible for this prize. The winning entry will receive a special prize for the creative team, as well as Sappi paper for the winning agency.
- **Vodacom Mobile Advertising Award:** In partnership with Vodacom Mobile Media, a prize is being awarded to the entry showing the best use of mobile advertising & media. All entries in the Experiential, Digital and Mobile Advertising categories are eligible. The prize includes advertising spend with Vodacom Mobile Media as well as a special prize for the creative team.
- **SpaceStation Internet Advertising Award:** All kinds of online advertising are eligible for entry, including funky pop-up windows, clever banner adverts, and intriguing interstitial pages. The winning entry

receives a special prize including advertising spend with The SpaceStation and a prize for the creative team.

- Young Creatives Award: Talented individuals at the beginning of their careers (under 27 years old) working in any area of brand communication can submit a portfolio of their professional work from the last three years. Entry is free.

### **For more:**

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: "[Loerie](#)"
- Loeries site: [www.thelorieawards.co.za](http://www.thelorieawards.co.za)
- Loeries Twitter: [@loeries2010](#)
- Loeries Twitter Search: "[Loerie](#)"
- Google News Search: "[Loerie](#)"
- Facebook: [The Loerie Awards page](#)

For more, visit: <https://www.bizcommunity.com>