

Loeries Creative Week Cape Town - Let the judging begin

Issued by [The Loeries](#)

15 Sep 2014

The day has at last arrived - judging at the 36th Annual Loeries started this morning. Brands and agencies who are waiting in anticipation will finally know if they're in the running to get an elusive Loerie in the hand.



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Finalists will be announced each day, Monday to Thursday. To find out if you are one step closer to winning a Loerie, keep a close watch on finalists.loeries.com.

Loeries judging throughout the week is as follows:

Monday: Student; Digital and Ubuntu Award categories

Tuesday: Student; Digital and Integrated Campaign categories

Wednesday: Effective Creativity; Print; Outdoor & Collateral; Design; TV & Radio categories.

Thursday: Events & PR; Media Innovation; Print; Outdoor & Collateral; Design; New Voice; TV & Radio categories.

Follow [@loeries](https://twitter.com/loeries) on Twitter and finalists.loeries.com to see the finalists as they are announced.

Winners will be announced at the two awards ceremonies on Saturday 20 and Sunday 21 September. The red carpet will be ready and waiting from 17h00 at the Cape Town International Convention Centre (CTICC). The dress code is strictly black tie. More information available at loeries.com.

Creative Week highlights include:

The Google Pop-Up Dinner and Egg Films Judges Wrap, both by invitation only, take place during the week.

Don't miss the chance to see the Loeries Exhibition opening at Cinemark at the Victoria & Alfred Waterfront, in Cape Town on Wednesday 17 September. The Exhibition will be open to the public until Sunday 21 September.

On Thursday 18 September, DStv will host a creative sponsorship workshop at the One and Only Hotel. Rob Fleming, the man behind the Carling Black Label and Orland Pirates VS Kaiser Chiefs sponsorship, will share his vast experience and insight with delegates for one morning only. Joining Rob at the breakfast is Len van Heerden, who spent the last fourteen

years of his life making Rob's vision come alive on Supersport.

On Friday 19 September, Rob Newlan, Head of Facebook Creative Shop EMEA joins the [DStv Seminar of Creativity](#). As the head of a team of creative directors, strategists, entrepreneurs, and technologists, Newlan focuses on building creative ideas through a combination of art and science. He will also oversee Facebook's first Creative Shop Hackathon in Africa on Thursday 18 September.

Other international speakers at the seminar are Unilever's Yaw Nsarkoh, McCann Sydney's Executive Creative Director, Patrick Baron; PJ Pereira, CEO and co-founder Pereira and O'Dell, San Francisco; Stephen Doyle, Creative Director, Doyle Partners, New York City and Thimoteus Wagner, Executive Creative Director at Jung von Matt, Hamburg. Go to [loeries.com](#) to purchase tickets to the seminar.

Friday night is rounded off by the legendary **Chairman's Party** - brought to you by YFM for the first time.

On Saturday morning, 20 September, meet the industry's top rising stars at the **Adams & Adams Student Portfolio Day** at City Hall, where you'll still have a last chance to visit the Loeries Expo. Then head off to the **Unilever Brunch** at Harbour House at the V&A Waterfront on Saturday 20 Sep @ 11h00, as well as a host of other agency functions.

Ticket-holders will enjoy exclusive access to **Saturday Night on Long**, where you can celebrate at many agency functions, including "The Wolf of Long Street" official party at fiction, or enjoy a quiet drink at the Loeries VIP bar at Julep.

Sunday 21st September is the culmination of the awards. Round off Creative Week at the **Channel O Party** at Shimmy Beach Club.

DJ Dimplez will be joined on the decks by DJ Vigilante and DJ Milkshake bringing together SA's premier Hip Hop DJ group MVD. The lineup includes DJ Shimza, DJ Sphectacula, DJ Fresh, Pascal & Pearce AND Khuli Chana.

Many other fringe events are taking place during Creative Week in collaboration with Cape Town Partnership. Visit [loeries.com](#) for more information.

Key dates to remember:

- Loeries® Creative Week™ Cape Town: 15-21 September
- DStv Seminar of Creativity: 19 September
- The Loerie Awards Ceremonies: 20-21 September

Major Partners

The major partners of the 2014 Loeries are DStv Media Sales, the City of Cape Town, Western Cape Government and Gearhouse South Africa

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