

Loeries expand into Africa with new category

A new category for the 2012 [Loeries](#), 'Rest of Africa and the Middle East', will be officially launched on Thursday 19 April 2012 at 6pm at the Sierra Lounge, 2nd Floor, Yaya Centre, Argwings Khodek Road in Nairobi, Kenya.



Marketers and agencies alike have received the move with enthusiasm. [Zuku](#), East Africa's rapidly growing triple play and pay-tv provider invited the Loerie Awards to launch this new category.

The aim of the new category is to better promote the work being produced throughout the region. Work in this category will be judged separately, allowing improved representation and offering greater exposure to each country's creative output.

"We are very excited to partner with the Loeries to launch this new category," says Hannelie Bekker, MD of Wananchi Programming. "We believe that a stronger representation of African countries at the awards will benefit the growth of the creative economy throughout Africa. We see the awards as a vehicle to promote all that our region has to offer - to showcase not only our advertising standards, but also our brands and the quality of our services."

Looking outside of South Africa

The new category is open for entries in Communication Design; Direct & PR Communication; Internet, Mobile & Interactive Media; Live Events; Print & Outdoor; Radio; TV, Video & Film; and Integrated Campaigns. Entries can be submitted online (at www.theloerieawards.co.za) until 31 May 2012. All work must be produced within the eligibility period, 1 June 2011 to 31 May 2012.

"The role of any award is to recognise excellence and to provide a recognisable standard. I am positive that this new category will be a catalyst in initiating healthy competition between brands and agencies throughout the region and improve the overall standard. The Loeries is the benchmark for the best brand communication and with the introduction of this category we will see greater exposure of work from outside of South Africa," says Loeries CEO, Andrew Human.

"There are many exciting trends emerging from our region. For instance, the African continent is experiencing a mobile phone uprising and cellular usage is world leading in some cases. South African agencies have won the Grand Prix at Cannes six times in the last six years! This is an incredible achievement and now we want to see this success expand across our region."

Agencies, marketers, brand managers, media owners and journalists may RSVP taryn@theloerieawards.co.za by Friday, 13 April to attend.

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