

Loeries announce Africa, Middle East judges, 2013 scholarship applications open

Entries to Loeries close Friday, 31 May, so get in now, as the Loeries announce the two judges from Africa and Middle East who are preparing to judge their peers. R30 of every entry into the Loeries will go towards the funding of the Creative Future Scholarship.



Africa, Middle East represented

Last year the Loeries officially launched the Africa and the Middle East category for entries from outside South Africa to allow improved representation and offer greater exposure to each country's creative output. This year, two judges from these regions, Alan Edgar from Ogilvy Africa in Kenya and Kalpesh Patankar from Y&R Dubai, will join the judging at Loeries Creative Week Cape Town

from 16-22 September 2013.

"Spell-binding simplicity" that works both in Africa and globally is what Nairobi-based Alan Edgar will be looking for this year. He is currently the regional creative director at Ogilvy & Mather Africa and responsible for overseeing 29 countries across the continent. Ogilvy Africa is the four times winner of the Financial Mail Ad Focus Network Agency of the Year, since the awards' inception in 2009.

A graphic designer with over 23 years experience in London and Johannesburg, he has a proven record of accomplishment at a multitude of highly awarded agencies including Ogilvy JHB, TBWA\London, Network BBDO and The Jupiter Drawing Room.

He brings both an intimate knowledge and understanding of African markets and an international perspective. His accolades internationally include Gold at Cannes, the Loeries, London International Awards and at the New York Festivals, for brands such as Coca Cola, Mercedes and Starbucks.

Patankar also enjoys a perspective honed by years in different regional markets with different challenges. He is currently creative director at Y&R Dubai, where his client portfolio includes Harvey Nichols, Land Rover and Sony. He began his career with Saatchi and Saatchi in Mumbai, moving on to McCann Erickson Malaysia and Ogilvy Singapore before arriving in the Middle East.

Ranked No. 1 Creative in India by Campaign Brief Asia, he won the Middle East's first double Cannes Gold. His work has been honoured at Cannes Lions, D&AD, ANDY, One Show, Dubai Lynx, Clio, London International, Spikes Asia, New York Festivals, Adfest, Young Guns, EPICA, Loeries and Abbys. He has served on the jury at the New York Art Directors Club Awards, Adfest 2013 and Mena Cristal's and now he adds Loeries to his CV.

Scholarship offers career opportunities

Applications are open for the Loeries Creative Future Scholarship. The 2014 scholarship to study at the AAA School of Advertising in Cape Town will be awarded to a Grade 12 learner in the Western Cape. The scholarship covers fees, accommodation, living expenses, study materials, mentorship and employment on completion of the programme.

The scholarship was initiated in 2008 to enable talented learners from disadvantaged backgrounds to enter the brand communication industry through tertiary education.

Applications close on 14 June 2013. The selection process involves a review of a portfolio, a creative challenge and a

gruelling interview. The recipient will be announced at the awards ceremony during Loeries Creative Week Cape Town (16-22 September).

For more	Creative Week	Pendoring	Loeries
Bizcommunity Special Section	Creative Week Cape Town		
Bizcommunity Press Office		Pendoring	
Bizcommunity Search	"Creative Week Cape Town"	Pendoring	Loerie
Bizcommunity	Twitterfall		
Official Websites	www.creativeweekct.co.za	www.pendoring.co.za	www.theloerieawards.co.za
Facebook	Creative Cape Town	Pendoring	Loeries
Twitter	@CreativeCT	@Pendoring_	@Loeries
Twitter Search	"Creative Week Cape Town" OR CreativeCT OR "Creative Week CT"	Pendoring OR Pendoring_	Loerie OR "Loerie Awards" OR Loeries
YouTube Channels	Creative Cape Town		Loeries
YouTube Search	"Creative Week Cape Town" OR "Creative Cape Town" OR "Creative Week CT"	Pendoring	Loerie OR "Loerie Awards"
Pinterest Search	Creative Week Cape Town	Pendoring	Loerie Awards
Google+			Loeries
Google+ Search	"Creative Week Cape Town"	Pendoring	Loerie OR Loerie Awards
Google News Search	"Creative Week Cape Town"	Pendoring	Loerie OR "Loerie Awards"
Newsletters	Subscribe via Feedburner		Subscribe via email

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