

Service design, a category for every business

 By Leigh Andrews

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A Loerie Awards category that's NOT for advertising campaigns? Yes, that would be Loeries 2015's new 'Service Design' category...

This year's Loerie Awards will be different from what you've come to expect from years past in a number of ways. For one thing, there's a [change of venue and time of year](#) - this time around we're heading to Durban in August, and are set to do so for at least two more years.

We'll also be mingling with a new crowd - the bright-eyed, busy-tailed agency interns and younglings who now have a chance to attend with this year's increased seating capacity, as the Durban ICC can hold around 2,200 attendees. To attract these younglings, the Loeries have introduced new Student & Juniors tickets. [Click here for more](#), and buy yours before they're all sold out.

But that's not all that's new, as this year sees the brand new 'service design' category as an entry option for the first time in any advertising awards show across the globe, and will appear as their own table in the Loeries Official Rankings from this year.

Why the Loeries are celebrating more than just advertising this year



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At the [Town Hall event](#) held at the beginning of March to introduce the specific opportunity for stakeholders that the Loeries offer Durban this year, Loeries CEO Andrew Human said many ask him whether advertising isn't already dead. To this, he gives a resounding 'No', saying that in reality, advertising is bigger than it's ever been, it's just evolved into something different to what we've come to know.

Now, advertising is all about "internet, mobile, events, design, branded content and service design as the point where brand interacts with consumer", he explained, and sure, it's both good and bad, but Human says we need to celebrate the good in order to point out just how important that brand-customer touch point is, as the call centre is now definitely part of the brand.

By introducing a new 'service delivery' category, all industries are now open to enter as you all have contact with consumers. Companies need to understand how much each customer interaction is worth to you as a brand.

So, what's service design all about?

The Service Design category recognises brands that show innovation in the way in which they engage with their customers. This effectively opens the Loeries up to any brand that does its best to create positive relationships between itself and its customers. This extends beyond just the in-store and retail customer experience, including front-line positions and service centres, to also include online and mobile customer experiences, loyalty schemes, telephone engagement and call centre experience, and mixed-media campaigns - but remember, not advertising campaigns, as those can still be entered into the existing Loerie Awards categories.

That doesn't mean you should fold up those hefty in-store displays and try send them through for consideration in the Service Design category - limit your entries to 2-minute video or .jpeg presentations limited to 10 high-res images. The official Loeries website advises that you check their ['Preparation Guidelines'](#) on how to enter your work into this category.

With the **official entry deadline of 15 May** fast approaching, best you make sure you've got everything just right so your submission process goes smoothly.

You can also watch the Adlip video embedded below to see Human explain the new Service Design category in his own words:

[Click here](#) for a reminder of Danette Breitenbach's view that 'forever is a long time', highlighting the importance of optimising a customer's every brand experience, across all touch points; and [click here](#) for an overview of Service Design and how it ties in with traditional advertising by Jeremy Maggs in the *Financial Mail*.

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