

# The Loeries Hall of Fame welcomes Tony Koenderman

During the final awards evening of the Loeries 2015 on Sunday 16 August at Durban's International Convention Centre Tony Koenderman, editor of AdReview, and associate editor of Finweek, was inducted into the Loeries Hall of Fame for his journalistic contribution to the South African creative industry, and his role in shaping the industry to what it is today. Tony joins the company of past inductees including Keith Rose, Graham Warsop, John Hunt, Robyn Putter, Nkwenkwe Nkomo and Mike Schalit.

"Tony is the first journalist to be honoured in this way by the Loeries, and it's a testament to his unwavering coverage of the industry over many years. In an industry that thrives on criticism, he has been a voice of reason and has supported the value that creativity adds to the bottom line," says Loeries CEO Andrew Human. "Tony has also been a key figure in recognition of the best work in the industry, including the publication of his own industry rankings."



Tony Koenderman is a highly regarded journalist who has worked for some of the world's top publications and news agencies, including *The Economist*, *Time Magazine*, *Associated Press*, and BBC Africa Service. With a slew of firsts, Tony has been instrumental shaping the country's creative landscape, producing South Africa's first stand-alone magazine annual on advertising in 1980, the first Ad Agency of the Year awards in 1987, the first Advertising That Works advertising effectiveness awards (now the Apex awards), and the first Markinor survey of South African brands.

"I have spent much of my career acknowledging and rewarding excellence in marketing, so it is extremely gratifying that the ad biz feels able to return the favour. It is a great honour, especially because I am the first non-advertising practitioner to receive it," said Koenderman on being awarded the accolade.

"The nature of what we produce makes it very easy for journalists to either indulge or lambast the creative fraternity. Tony has done neither. For nearly 30 years he has placed creativity where it belongs in the marketing conversation: as an essential component of business success. Both for an agency's growth and the growth of the brands the agency serves," said The Jupiter Drawing Room's founder & chairman, Graham Warsop, in a fitting tribute to Tony's career, and the important role he has played in the development of the creative industry in South Africa.

"A consummate professional, his writing has always been erudite and insightful. His love of the business shining through on every page," continued Warsop.

"Tony may not fit the profile of the creative practitioners previously inducted into The Loeries Hall of Fame. But during a long and illustrious career he has done every bit as much as any previous recipient to promote for the cause of creativity in our industry and in our country."

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