

# The work that's expected to fly

 By Jessica Tennant

17 Aug 2018

Keeping to the Women's Month theme, we asked a couple of female local jurors: Keri-Ann Stanton (head of PR at Avatar) and Nkgabiseng Motau (co-founder and CD at Think Creative Hub) to select this year's Loeries predictions in their respective judging categories.



Keri-Ann Stanton and Nkgabiseng Motau

Here, the work they think deserving of a bird at Loeries 2018...

## Predictions by Keri-Ann Stanton, head of PR at Avatar on the live communications and PR judging panel

“ Predictions are always tricky. My gut is telling me that the live events may be the more innovative and exciting part of the judging as PR seems to have gone into quite a functional space this past year. Perhaps this has been because of the incredible amount of crisis and brand trust issues that have arisen as marketers, and agencies have struggled with corporate governance, fake news, global campaigns not translating well to local environments. It doesn't seem as if it has been a fun time in the PR space, but I am hoping that there are some clever cut-through creative entries. As always, I'm looking forward to seeing the Middle East and African entries. ”

■ **Outside your category, what are your general expectations for the quality of this year's entries.** The Cannes winners were a good indication of creativity in our region being alive and well. I loved seeing the spread of agencies that were represented.



#CannesLions2018: All the SA winners!

22 Jun 2018



That said, the Apex Awards were a sobering indictment of how little great, results-driven work has been delivered this year.



### #Apex2018: ALL THE WINNERS

16 Jul 2018



It is clear that it has been a tough year with lots of business challenges for all. So, perhaps the quality of the entries may be lower, but it will also make it easier to laud and applaud the pieces of work that make us laugh, cry and ultimately change our behaviour.

### 📺Favourite ad campaigns of the year?

From a PR perspective, locally, I loved the Avbob Poetry campaign. I thought it was a clever, smart way of linking an insurance product to a relevant and resonant message that made complete sense for their target market.



### #OrchidsandOnions: Business of death gets a moving spin... but North-West website doesn't walk the talk

Brendan Seery 7 Aug 2018



I also thought the Sanlam 2-Minute Shower Songs PR campaign was brilliant – taking a message and making it relevant for the audience.



### #Prisms2018: 2-Minute Shower Songs is Campaign of the Year!

23 Apr 2018



Globally, Fearless Girl, a PR Cannes award winner is close to my heart. I've actually broken it down as a case study for a client: on how flexible and fluid the campaign was (she only got her name hours before launch), to how it actually shone a light back on the client for not putting *their* money where their mouth was regarding gender diversity (they actually got fined) and how social activism and community support took what was essentially a short-term PR stunt and, a year later, Fearless Girl has morphed into many different messages whilst still standing. Love it!

### #CannesLions2017: PR Lions winners!

19 Jun 2017





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## Predictions by Nkgabiseng Motau, co-founder and creative director at Think Creative Hub on the non-English, film craft, print and out of home judging panels

“ This year I judged non-English entries across various categories. I predict the work that will win is work that is culturally nuanced and well crafted. The non-English work is judged separately, but it competes with all the other work of the show, so we are looking for excellence. ”

■ The Loeries is a regional show that looks for excellence among local advertisers and marketers and that informs the judging criteria. We look for innovation, relevance and craft in every piece of work.

### ■ **Favourite ad campaigns of the year?**

I love so many pieces of work this year, but I really love the Allan Gray 'Father's Share' commercial. It is a wonderful story that is truly South African, but also set well in the Allan Gray brand.



### Howard Audio scores with Allan Gray

Howard Audio 22 May 2018



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Follow our [Loeries Creative Week special section](#) and [social handles](#) for updates on everything Loeries-related and to find out the actual winners on Friday and Saturday night. Watch this space!

## ABOUT JESSICA TENNANT

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