

# The Loerie Awards 2014

 By [Louise Marsland](#)

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The Loerie Awards is our NewsMaker this week - the pinnacle of Creative Week in Cape Town and the 'Cannes of Africa', where great advertising is rewarded. As judging takes place this week, we asked some of the judges what they expect from the work this year and what they hope to see.



## ABOUT XOLISA DYESHANA

Xolisa Dyeshana, Joe Public Executive Creative Director and Chairman of The Loerie Awards, is judging the Radio, Television, Film and Video Loeries.

### **Q: What do you expect of Loeries 2014 entries?**

**A:** I expect a lot of fresh work. SA has had quite an interesting year with a tough economic climate and that usually forces our industry to motivate and be creative. We've also had a decent showing on the international stage and I'm hoping that some of that work will make an appearance at this year's show.

### **Q: What will you be looking for that defines great work?**

**A:** For me it's really about innovation and relevance. I'm looking for new thinking that really takes our industry to the next level, strikes a chord with the target market and makes a real and meaningful difference to the brand.

### **Q: What are the anticipated trends in winning work?**

**A:** I think a new trend (which we've seen for the past few years, but it continues) is that of integration. As a country I think we're only scratching the surface of what can be done when true integration is optimised, but we are getting better every year and I expect there will be a number of great integrated pieces this year. I also think we will continue to see what I refer to as PR/Experiential pieces (similar to Dove Sketches) coming to the fore.

### **Q: What is your favourite ad of this past year?**

**A:** Hmmm tough one, I really enjoyed the Coca Cola Rainbow and I'm hoping to see it do well this year.

### **Q: What do you never want to see in an ad again (twerking... dogs... kittens... has-been Hollywood celebs... anacondas... scam ads... a Kardashian)?**

**A:** Soccer players playing soccer in soccer ads, or black people dancing for whatever reason.



## ABOUT MIKE SCHALIT

Mike Schalit, BBDO SA Chief Creative Officer, is chair of this year's Ubuntu Award Loeries judging panel.

**Q: What do you expect of Loeries 2014 entries?**

**A:** That enough good 'uns turn up. And then please let them be in the right category. For a real client. Especially as concerns Ubuntu, that creativity makes a difference, not cheating.

**Q: What will you be looking for that defines great work?**

**A:** Always cool to stumble upon work that makes me want to *moer* whoever entered it, not cos they infuriated me with their mediocrity, indulgence or lies, but because it is so damn fresh and smart that I wish I'd done it.

**Q: What is your favourite ad of this past year?**

**A:** Coronation + Chicken Licken + Oudemeester, of course, I must believe in what I do. I guess in terms of my sheer instinct for survival, to get to enjoy my 30th odd Loeries next year, I can't really pin my hopes on any other agencies work or I will surely be killed.



## ABOUT JUSTIN GOMES

Justin Gomes, FoxP2 Executive Creative Director, is also judging the Radio, Television, Film and Video Loeries.

**Q: What will you be looking for that defines great winning work?**

**A:** I'd like to see work that challenges the conventions of their category as opposed to work that is exceptionally well crafted in the norms of their category.

**Q: What are the anticipated trends in winning work?**

**A:** I'm expecting to see more integrated ideas with PR, digital and branded content playing a more significant role than before.

**Q: What is your favourite ad of this past year?**

**A:** From our side, I hope to see our 2013 Ster-Kinekor campaign win a Creative Effectiveness award after its Gold Apex win earlier in the year. I expect the Coke Rainbows activation and the Lucozade radio will come through strongly after their brilliant showing at Cannes.

**Q: What do you never want to see in an ad again (twerking... dogs... kittens... has-been Hollywood celebs... anacondas... scam ads... a Kardashian)?**

**A:** People running down a street.

## ABOUT LOUISE MARS LAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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