

Get entries in now for Loeries

Loerie entries are now open, and those that get their work in by 15 April 2013; get 10% off their entry fee. The final deadline for entries is 31 May and agencies or marketers throughout Africa and the Middle East can enter their work.



Special awards

1. Effective Creativity - recognising the link between innovation and business success. To be eligible to enter this new category, a campaign must have won a Loerie in the past two years. That means winners from 2012 and 2011 are eligible, including Bronze, Silver, Gold and Grand Prix.
2. Unilever Ubuntu Award for Sustainable Marketing - recognising brands that have a positive social and/or environmental contribution - and which is manifested in the brand's core communication. Doing good while doing good business.
3. ADreach Street Pole Award - win a trip to Cannes with the best street pole entry! Plus, win a free Loerie entry and Rockstar package! If you have flighted a street pole campaign with ADreach between 1 June 2012 - 31 May 2013, you could win a free entry into the 2013 Loeries and receive a Rockstar ticket to Loeries Creative Week in Cape Town.
4. Adams & Adams Young Creatives Award - win a trip to Cannes. Recognising outstanding achievement by talented individuals 27 or under, in any area of brand communication.
5. ADreach Integrated Campaign Award - win R100 000 worth of street pole media space with ADreach.
6. Antalis Creative Use of Paper Award - win two Apple iPads. All paper-based entries in the Communication Design category are automatically eligible for this award.
7. The Times Newspaper Award - The overall winner of the Newspaper category will receive a special prize.
8. New Voice Award - The aim of this award is to promote the production of non-English radio advertising. Unlike all other categories, entries can be proactive and do not need to have flighted. The winner receives a special prize.

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