

Loeries 2021 Young Creatives Awards for two Grey rising stars

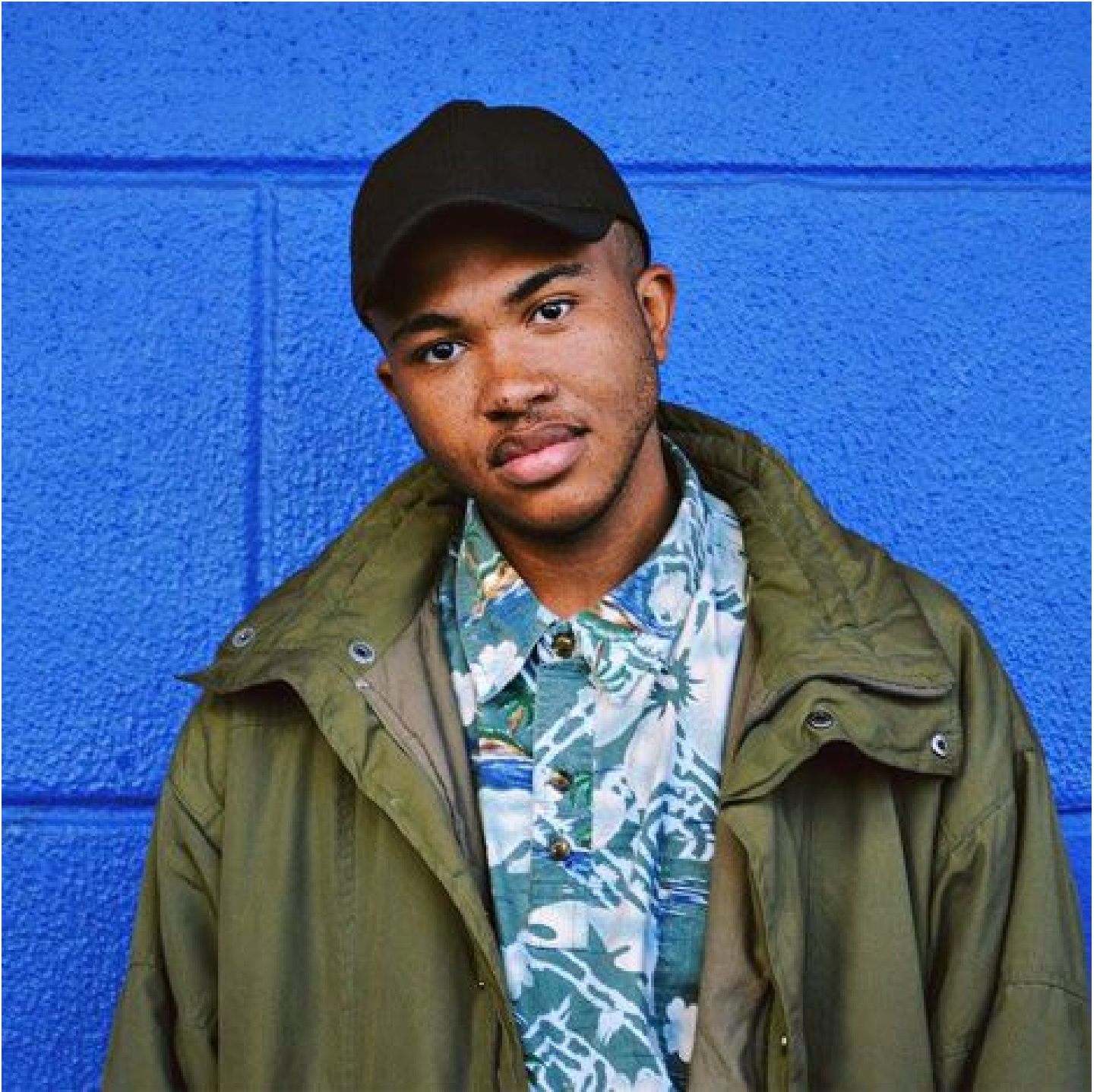
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At this year's Loeries, Grey South Africa celebrates two winners in the highly competitive 'Young Creatives Award' - Tyler Lambert and Kevin Radebe. Winners in this category must be multi-dimensional: not just talented creatively but also strong strategically, mature and responsible and good role models for those coming up behind them.



Tyler-Lambert



Kevin-Radebe

“Looking at those criteria I can truly say Kev and Ty are deserving winners. We're so proud of you guys,” explains Fran Luckin, Grey South Africa, chief creative officer.

The award recognises the top young creatives in the brand communications industry with the winners each receiving a Gold Loerie.

Steph van Niekerk, says that she has had the rare pleasure of being creative director and mentor to this very talented team on the Savanna account for just over 18 months now. “Yes, they only have just under five years’ experience in the industry, but when you work with them it’s easy to forget that.

“They are genuinely interested in the Savanna brand and its performance. In fact, it shows in the business results of the brand. Since we have had Ty and Kev supporting me as lead creatives on the business, we have seen an exponential growth in the brand. Savanna has performed spectacularly. We’ve seen an exceptional growth in volume. We achieved the largest value market share of a cider brand within Premium RTDs including beers. We’ve received multiple awards and

accolades, and Savanna now has the highest brand equity in the market.

"None of this would have been achievable without our dear Ty and Kev. And this is only the beginning. I am gilled with excitement when I think of how far this team will go."

This mixture of new school, fresh talent and old school values and diligence, is the reason Grey believes that they are a worthy recipient of the Young Creatives award. They are the perfect 'poster children' for the next generation of creative leaders. Talent like this is rare and remarkable and deserves to be acknowledged.



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