

ididthatad announces Loeries Prediction Panel

The official ididthatad.com Loeries Prediction Panel, who are putting their fortune-telling abilities to the ultimate test by forecasting this year's Big Bird Winners, include King James CCO Alistair King, M&C Saatchi Abel ECD Gordon Ray, Ireland/Davenport ECD John Davenport, Gloo Strategy Director Theo Erasmus, HelloComputer ECD Kerry Friend and Velocity director Rob Malpage.



From top left: Alistair King, Theo Erasmus, Rob Malpage. From bottom left: Kerry Friend, Gordon Ray, John Davenport.

The panel has its work cut out in a year in which South African creative work has showed its colours to be as bright as Coca-Cola's proverbial Rainbow Nation. This year's official partner in predictive crime is Velocity Films, which has teamed up with 'I did that ad' in order to ensure that local creatives are as excited about the upcoming awards as they are about the celebrations that follow naturally in their wake.

Executive producer Nicola Valentine, says, "Velocity Films is proud to be a part of this crazy creative industry. One of the things that we love about advertising and advertising awards in particular, is that they are completely unpredictable. Therefore, we thought it would be fun to be part of something that attempts to make the unpredictable, predictable.

The Panel's predictions will be announced on the dedicated predictions website www.ididthatadpredictions.com.

For more, visit: <https://www.bizcommunity.com>