

# Celebrating winners of Loeries Adams & Adams Young Creatives Award

The 2014 winners of the Loeries Adams & Adams Young Creatives Award, Freda Raubenheimer, art director at Joe Public, and Matthew Pullen, creative director at Ogilvy Cape Town, provide a compelling insight into original thinking that defies tradition.

This is according to Mariëtte du Plessis, senior partner at Adams & Adams, sponsor of the Young Creatives Award for the past three years and future sponsor for another three.



"The South African advertising industry is burgeoning with young talent waiting to be discovered. The Young Creatives Award is about the future of the creative industry in this country, nurturing, guiding and inspiring the next generation of creative brilliance. Year after year, the winners continue to produce work of a global standard that inspires and surprises," continues du Plessis.

Both winners submitted an integrated body of work, spanning all mediums across well-recognised local and international brands for consideration by the judges.

Pullen presented a unique approach to Cape Town Tourism's - Send Your Facebook Profile to Cape Town, VW Genuine Parts - Haunted Radio, VW Tiguan - Maps, Stimorol Sensations and VW Polo Vivo's "Anything's Possible" campaigns.

Raubenheimer submitted her efforts on Clover Way Better, Nike Run Jozi campaign, Douwe Egberts Yawn Machine, One School at a Time Project English, and The South African Ballet Theatre - Ballet Box.

## Winners' thoughts

"It is a privilege to be recognised for work that I love doing. It is also humbling to see that people react positively to your work. This award is given to me but, rather than seeing this as my award, I see it as a result of having people around me that care and encourage great work," comments Raubenheimer.

"Looking back to being at my first Loerie Awards as a student in 2008, I never thought I would be in the same league as the people who won it then and I still cannot believe that this has come to fruition," adds Pullen.

Perhaps what most sets these two creatives apart is their desire to do work which pushes the envelope, work that makes a difference to the planet. "I've always wanted to use my brain to create something the world hasn't seen before which is impossible to ignore and that does good for all," says Pullen.

Raubenheimer is inspired by seeing people's reaction to her work. "It is such a motivator to want to do better, to raise the creative bar."

Both creatives are delighted at the prospect of a trip to Cannes next year - part of the prize of the prize for winning the award.



Pullen, no stranger to the Cannes experience, says the talks and seminars alone are the quintessential inspiration source. "Anyone lucky enough to experience it has the opportunity to fill their minds directly from the source of the best, most relevant International leaders spanning across a range of industries, disciplines and professions."

## Protecting IP

"The creative industry is a fundamental building block of any successful and thriving economy, however, no matter how persuasive the creative, without adequate protection of intellectual property (IP) rights, innovators may well become vulnerable to opportunists wishing to take advantage of their work. The effect of this is that the monetary benefit of their efforts is not realised. Adams & Adams will be providing the Young Creatives winners with all the information they need to protect their intellectual property rights and ultimate financial success into the future," says du Plessis.

"With its popularity and visibility in the industry increasing each year, the Young Creatives Award is a programme the firm is committed to developing over the coming years. We are honoured to be associated with the awards and hope that we can put all future winners on a trajectory which sees their careers go from strength to strength," she concludes.

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