

Street poles great as Loerie Award perches, free entry now available

There is one Loerie category however, where creatives rarely push the boundaries, and therefore holds enormous potential for creative visionaries; the Street Pole Ads (SPA) category. Steve Jourdan at the ADreach group says, "Yes, our feathered friends may just like poles more than you think, and here's why."



©itman47 via [123RF](#)

- Repetition allows for more creativity

SPAs are generally flighted in a run of three, allowing for more exposure and extended room for creativity. Without having to restrict a creative to a single interface, campaigns can explore and expand on their key message. A memorable creative has the ability to obtain additional exposure for a campaign through word-of-mouth, as well as through publicity in other media channels.

- Advancement in SPA mechanics means more creative potential

While the opportunities for quirky, clever messaging are endless, advancements in SPAs now also allow for unique and creative executions through the use of dye cut images and even moving parts on spring mechanisms. These can add a fun

and memorable edge to any SPA campaign that will create a talking point around a brand that can't be missed.

- SPAs are creative extensions of ATL messaging

With SPAs there is endless potential for strategic directional and geographic messaging that cannot be done on any Above the Line (ATL) advertising. The nature of a SPA holding facilitates 24-hour physical presence in the community. This can be integrally important to certain types of creative strategies; particularly for those with a community appeal, or those needing to generate a direct consumer relationship over time.

- Street Pole Advertising cannot be "zapped, turned off, or turned over"

SPAs have a unique ability in that it is very difficult for them to be consciously avoided, thereby ensuring that your creative genius is not overlooked. Advertising avoidance is a serious hindrance to media such as TV, radio, print and magazines, which can simply be turned off or turned over.

Free SPA entry to Loeries

"ADreach would like to encourage the more creative use of SPAs, and is therefore opening up the Loeries SPA category to more creative entries. If your agency has flighted an SPA at any time since 1 June 2015, you can enter the existing creative on the Loeries website now and ADreach will pay for your entry.

"Alternatively, if you would like to enter a new creative SPA, it must flight before 21 May 2016 to be eligible for this year's Loeries. ADreach will pay for your agency's entry, media flighting for a month, and production costs (flight of three SPAs). To claim your free Loeries entry for the SPA category, please email loeries@adreach.co.za to receive a voucher code – entries close on Monday 16 May 2016.

"We know that the birds are going to flock to poles all over the country this Loeries season. Do not restrict your advertising creativity - choose a medium through which you can stretch your imagination and bring that coveted bird home for good," concludes Jourdan.

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