

ACA adds its Loerie congratulations

Adding its voice to the 2012 [Loerie](#) winners is the [Association for Communication and Advertising](#) (ACA).



Odette van der Haar, CEO of the ACA says, "We congratulate the winners, who were acknowledged for their ability to combine creativity and strategic insight. The [Loerie Awards](#) is the advertising profession's barometer for creative genius. The standard of work produced and the number of awards received this year is testament to the fact that as a profession, our work continues to raise the bar for companies and their brands, clearly demonstrating the power and influence of creativity."

The association also extends a special note of congratulations to the [AAA School of Advertising](#), which was awarded five Bronze, one Silver and one Gold Loerie for the work produced by its students.

"We are delighted to see the AAA receive well-deserved recognition from industry peers and that the students the school mentors today, are well on their way to becoming our advertising leaders of tomorrow. These awards highlight the school's positioning as the profession's leading educational institution and a vital source of raw young talent and fresh new thinking" concludes van der Haar.

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