

New Voice Judging panel for Loeries 2014 announced

The New Voice Category supports transformation in the brand communication industry by encouraging radio ads to be created in South African non-English languages.



While in the past, agencies could enter proactive work that was not broadcast, from this year all New Voice entries must be commercially flighted. All entries are also submitted in a video format, with English subtitles.

The category is open to all radio communication in any of the official South African languages, excluding English. The judging panel for this category includes a selection of top creative leaders

from the industry.

New Voice panel

- Ahmed Tilly - Executive Creative Director, Black River FC
- Chris Gotz - Executive Creative Director, Ogilvy Cape Town
- Grant Sithole - Creative Director, FCB
- Justin Gomes - Executive Creative Director, FoxP2
- Kirk Gainsford - Executive Creative Director, Lowe Cape Town
- Neo Mashigo - Executive Creative Director, Ogilvy Johannesburg
- Nkanyezi Masango - Creative Director, Y&R Cape Town

- Xolisa Dyeshana - Executive Creative Director, Joe Public

Judging takes place during Loeries Creative Week Cape Town from 15 to 21 September 2014. Finalists will be announced during the week and winners will be announced on Saturday 20 and Sunday 21 September at the 36th Annual Loerie Awards at the CTICC. For more visit loeries.com

For more:

- Bizcommunity search: [Loeries](#)
- Official site: www.loeries.com
- Google News search: [The Loeries](#)
- Twitter search: [Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"](#)
- Facebook: [The Loeries page](#)
- Twitter: [@loeries](#)