

Co-founder of Vega called up to Loeries judging panel

Greg Tregoning, a co-founder of Vega School of Brand Leadership (Vega), a division of the Independent Institute of Education (The IIE), has been invited to be a judge at the 2015 Loeries. He follows in the footsteps of fellow Vega co-founder, Dr Carla Enslin, and the school's Senior Copywriting Lecturer, Alex Sudheim, who have also served as judges in previous years.

This year judging takes place on 10 August. All entries are judged anonymously on merit based on five criteria: an innovative concept; bringing new and fresh thinking; excellent execution; relevance to the brand; relevance to the target audience and relevance to the chosen medium.

Go to www.vegaschool.com to find out more.

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