

Loeries extends deadline for entries to 31 May

Issued by [Loeries](#)

11 May 2016

"A deadline is negative inspiration. Still, it's better than no inspiration at all," as veteran writer Rita Mae Brown once said. It's an apt observation considering that, for those working in creative fields, sometimes a deadline can be the best motivating factor to complete a project and make those all-important submissions.



In the spirit of motivation, **Loeries®**, the benchmark for brand communication across Africa and the Middle East, has extended the deadline for entries into its annual awards to **31 May 2016**. The awards will take place during **Loeries® Creative Week™** Durban, South Africa, in August.

All brands, marketers, design and advertising agencies, public relations firms, film and video producers, architectural consultancies, music video producers and creative directors across the spectrum of brand communications are

invited to submit their most creative and inspiring work for the period 1 June 2015 – 31 May 2016.

The theme for the **Loeries®** this year is "Creativity Unites Africa Middle East", with the new campaign aiming to build robust dialogue, knowledge sharing and mutual inspiration. "While many in the region acknowledge the potential possessed by our combined creative force, we'd like to promote all the good that our combined creativity can achieve," says **Loeries®** CEO Andrew Human.

The growing appreciation of the value of creativity to brands and business, coupled with Africa and the Middle East's growth in confidence, influence and a claim for a place in the world of creativity, should motivate everyone to enter.

Late entries after 16 May will incur a 10% fee.

Loeries® Creative Week™ takes place in Durban, from 15 – 21 August 2016, with the awards ceremonies on Saturday, 20 August and Sunday, 21 August.

[Entries](#) now close on 31 May 2016. For more information about the entry criteria, categories and judging procedures, visit www.loeries.com.

Stay up-to-date on all things **Loeries®** by signing up for the [newsletter](#)!

Loeries® 2016: Category changes

This year sees a number of exciting changes to the awards categories. The Ubuntu Award for Sustainable Marketing will now be the Shared Value Award.

Awards for South African Non-English have been added in the Print category (including Print & Outdoor Crafts) in the Radio Category (including [Radio Crafts](#)), in the TV, Film and Cinema Category (and TV, Film & Cinema Crafts), [Media Innovation](#) and in the [PR category](#).

Major Partners of the Loeries 2016

Tourism KwaZulu-Natal (TKZN), the Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province (EDTEA), EThekweni Municipality – Durban Tourism, DStv Media Sales, Gearhouse South Africa

Category Partners

Accenture, Adams & Adams, ADreach, Channel O, Facebook, Film & Publication Board, Google, Independent Media, JCDecaux, Public Relations Institute of Southern Africa (PRISA), The Times, Unilever South Africa, Woolworths, YFM

Additional Partners and Official Suppliers

AAA School of Advertising, Antalis South Africa, Aon South Africa, Arcade Content, Backsberg, BEE Online, Brand Council SA, Clive Stewart Photography, Egg Films, First Source, Funk Productions, Gallo Images, Graphica, Grid Worldwide, Hetzner, Media Film Service, Mobile Marketing Association South Africa, Multiprint Litho, Newsclip, Paygate, Rocketseed, Red Hot Ops, Scan Display, South African Airways, Telkom SA SOC Ltd, Tiekie Barnard Consultancy, Tsogo Sun, Vega School of Brand Leadership

Official Media Partners

Adlip.com, Between 10 & 5, Bizcommunity.com, Brandwork Nigeria, Coloribus Advertising Archive, Design Times, Film & Event Media, iDidTht.com, Music in Africa, The Redzone; Marketing Edge Nigeria

For more:

- Official site: www.loeries.com, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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