

Guide to top SA creativity now on sale

The Loeries Annual, showcasing the region's award-winning creative from 2007, is now in bookstores and available to purchase online.



Designed by Net#work BBDO, the annual looks like an old-fashioned fridge, both inside and out. Two DVDs, at the back of the book, resembling a donut and a melon, plus a cockroach running along the side, complete the authenticity of the design that was inspired by proud mothers magnetising their children's school art to the fridge.

Describing its content, Loeries MD Andrew Human says *The Annual* is the ultimate reference guide of the year's best work that is indexed by brand, agency and production company, as well as by individual credits. "There is no paid advertising in the annual, no advertorials and no paid listings. So the only way to get featured in it is to do great work."

Dedicated at least one page

He says, "Each winning piece of work has been dedicated at least one whole page regardless of whether it won a Bronze, Silver, Gold or a Grand Prix. Regional finalists and student winners are also included and two DVDs contain the electronic winners."

Human cannot stress enough the value of this creative guide for anyone involved in creating or growing a brand. "We all agree that innovation is imperative for great communication, which in turn fuels business. So if great creativity is the seed to higher profits, all brand custodians should aspire to having their brand in the book. It is also great way to see what other brands are doing, as well as what's being done in areas like architecture and field marketing.

"If any marketers are worried their brand is looking a little schizophrenic, then *The Annual* is the place to see what a truly integrated advertising campaign looks like. If you are in the market for a new communications agency, what better way to source one than by actually seeing their work? And if your company is expanding northwards, this is an introduction into agencies in other parts of Africa and the Middle East."

Giving back to the industry

Human says *The Loerie Annual* is a way of giving back to the industry and his greatest wish is to see its extreme worth recognised.

The annual sells for R550 excluding VAT and can be ordered at www.thelorieawards.co.za or purchased at Exclusive Books and Bibliotek in Cape Town.

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