

All that glitters... is Margate

Break out the bling and polish up anything that glitters... One of the best parties in this industry is due to land next weekend when Loeries gets underway in Margate. More streamlined in production this year and with the added confidence of sponsors after a largely successful event in Margate last year, there are more fun promotional and brand activities galore... from dancing girls to live bands, candy floss, phat goody bags and lots of glitz.



By [Louise Marsland](#) 7 Sep 2006



From naughty nurses to dancing girls, free food, bubbles, topless boys, top heavy girls, goodies galore, spot giveaways at registration... there will be every brand activation imaginable at the Loeries this year by the top brands, particularly the media sponsors. And if it's a little bit of S&M that floats your boat, I'm told there will even be sexy 'policewomen' ready with their handcuffs to manhandle your baton, er, um... or is that use their batons to manhandle you... Either way, naughty nurses will be on hand to administer vodka shooters from their syringes!

The beachfront will be pedestrian access only and if it rains at all, indoor venue contingency plans have been made - but the weather is supposed to be better in September than October!

Registration

The party starts at registration with the glamour theme carried through to most aspects of the whole festival weekend, starting at the Margate Hotel which is a more appropriate venue to welcome arriving creatives with suitcases of ego - expect music and free drinks, we're told!

Of course to make sure your weekend is well stocked and well catered for, organisers are asking agencies to give their needs in advance to ensure stock - apparently this industry drank Margate dry of bolly last year!

Services

For the first time in Margate, Mr Delivery will be open 24 hours so you can get your favourite burger or bunny chow at 4am. For a full list of services available during the festival weekend, including airport shuttles, local taxi transportation, and registration, visit the Loerie website at <http://www.theloerieawards.co.za/festival/> or download Bizcommunity.com's handy guide in this Special Loeries ezine.

Festival weekend programme

Apart from the reason we are all going to be down in Margate this year: The Loerie Awards on the Saturday and Sunday nights, there will be various activities during the day on Saturday 16 September at the beachfront. Highlights include invite only agency bashes at venues in and around town, including the Velocity party at Margate Sands which is already a Loerie legend. The big sponsors such as Media24 and the SABC are hosting private VIP after parties for some of their brands. Battle of the bands on the Sunday will rock and the eclectic parades and busking planned by the organisers to involve the whole town, will no doubt enthrall as they did last year. Those sound-offs... And it might be the beginning of Spring, but organisers are expecting some bikini ready babes for the several beach competitions planned. And last but not least, the traditional golf tournament, sponsored by Nashua Mobile at the swish San Lameer on Sunday is an institution.

See Bizcommunity.com's full guide to the festival, [click here](#).

The Loerie Committee is also desperately trying to encourage you to visit the Margate Cinema where non-stop advertising show reels from around the world will run all day Saturday and Sunday; and make a trip to the Margate Art Museum where The Loerie Awards Travelling Exhibition of all work entered is hosted by the SABC. Grand Prix, Gold and Silver winners from 2005 are on display for the month of September. Opening hours and contact details will be provided in the programme in every delegate's goodie bag.

The great thing this year is that everything, except the golf, is in walking distance. And if you don't want to walk the town floor practically the whole town has been strong-armed into providing free taxis to everyone wearing a Loeries arm band. So make a local... take a taxi!

Planning

"Margate is in top gear planning and preparing for this year's festival weekend," said The Loerie Awards chairman, Wingwing Mdlulwa. "And I'm sure it is clear by this programme that we, too, have been busy, lining up activities and events that will keep you creatively inspired for a year to come."

The ceremony first ventured to the small South Coast town for its 2005 awards weekend, a move that was welcomed with cautious optimism by the industry. This year, the event again takes place on two nights, Saturday 16 September and Sunday 17 September and is partnered by the national broadcaster, SABC.

Explaining the decision to return to Margate, The Loerie Awards CEO, Andrew Human, said it had proved to be an excellent venue in 2005 with local KwaZulu-Natal hospitality ensuring everyone enjoyed one of the most memorable Loeries weekends ever.

"Last year's event was not without its logistical learning curves," he said, "but Margate and its citizens - its hoteliers, restaurateurs, publicans and shop keepers - did the town proud. They welcomed the advertising and design industries with open arms and ensured we celebrated the best the industry can offer in true, hectic, non-stop South African style. The Loerie Awards 2006 will surpass all others for its organisation and entertainment. See you in Margate!"

Partners

"The SABC is thrilled about its partnership and is finalising its operational involvement. It's going to be exciting, big and colourful. Our TV and radio platforms are geared towards making the event better than before by giving it maximum exposure," said Gab Mampone, SABC chief executive: commercial enterprises.

The urbane Victor Chetty, director: Hibiscus Coast Protection Services and chairperson of the KwaZulu Natal co-ordinating traffic committee and responsible for public safety and security, is looking forward to Loeries again. "It's wonderful to have you all back. Last year was a phenomenal experience and having our 'long lost friends back' motivates us to do more for all the visitors. In terms of security, we are satisfied with our plans and programmes."

In fact Margate has entered the technology age and wired the whole town centre with CCTV cameras. The proactive Margate Centre Crime Forum, a partnership between the Hibiscus municipality, the SAPS, protection services and the community, has made protecting visitors to Margate from all crime, a top priority.

"It is great to have these high-powered creative people back again. There were minor glitches last year, but nothing serious in terms of crime and criminal activity. In fact I thought you people were going to go wild, I expected a lot more!"

With SAPS manpower, the municipality and protection services have allocated almost 50 staff to patrol the main activity areas, closed off certain roads along the beachfront such as Panorama Parade which becomes Loerie Laan, and the fire department, ambulance and private security companies are all present and on stand by. The whole security operation kicks in on 13 - 19 September to incorporate the whole Loerie period.

"We just want you guys to enjoy yourselves. We've had brilliant weather, the seas are blue, our people are hot and our food is hot!" Chetty emphasised. (Joburg metro cops could learn a few lessons in how to treat visitors and indeed its own citizens from this regional community!)

Dianne Duncan, chairperson of the Hibiscus Coast Tourism Margate sub-committee, says the synergy in the town between all involved was incredible. "We are privileged and honoured to host Loeries again and we are doing everything possible to make your stay wonderful."

Margate Business Association chair, Steve Harper, says gardens in Margate are being replanted and the town spruced up once again. "We look forward to the Loeries. Our town goes on show and we are marketing our town to the top echelon of business in the country. The spin-off to us doesn't just come with The Loerie Awards, but with showcasing us as an enviable destination."

And Harper is right about the spin-offs, as at least one of the top agencies in South Africa is holding its annual imbizo in Margate in the week leading up to Loeries.

Major sponsors for this year's awards are the SABC, Media24 and Tourism KwaZulu-Natal. Other sponsors and partners are 24.com, Aon-Shield, Brandhouse, Cell C, Gallo Images, Gauteng Film Office, Gearhouse, Hetzner, Hibiscus Coast Municipality, Joe Public Advertising, Kulula.com, Lightworks, Lithotech, Nashua Mobile, Online Publishers Association, Orchestra Blue, Ornico Group, Paygate, Proximity, Rocketseed, Sappi, Six Million Dollar Media, Sonovision, The Design Indaba, The Video Lab, Ugu District Municipality, Verdantpoint.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.
View my profile and articles...

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