

The creative talent directory

One of the best showcases of creative talent in South Africa's ad industry is the new Loerie Awards 2005 Winners Annual in hardcover book and DVD. The book is cross referenced - providing a talent guide that is unequalled. The page-by-page referenced index of winners by brand, agency and creative credits, with visuals where possible, is all there from A to Z.



The innovative cover is in keeping with the spirit of creativity and change that has characterised the Loeries in recent years. The Loerie Awards CEO Andrew Human and the Loeries team wanted a cover for the Loerie annual that centred on Margate's sunny, young and vibrant atmosphere. The front cover is made out of toweling material - evoking the tactile sensation of the beach towels typically found along the vibrant Hibiscus Coast. The book was printed by Interactive Africa Printing.

Creative agency Joe Public was tasked to design the front cover, grid layout and accompanying illustrations.

To get your copy of this sought after directory of talent, contact +27 11 326 0304 or email: , website: www.theloerieawards.co.za. The VAT inclusive prices are:

- Annual: R495
- DVD: R350
- Combined book + DVD: R640 (a saving of R205)

And don't forget - the deadline for entries for this year's awards is 12 July 2006. If you still haven't submitted your work, check on the website for all entry details.

Judging takes place during August - this year's international judges are FCB Worldwide's Creative Director, Jonathan Harries (Advertising Category) and Proximity London's Executive Creative Director, Duncan Gray (Experiential Category).

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

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