

Loeries Ubuntu Award entrants announced

The Loerie Awards has announced the entrants for the inaugural Ubuntu Award. The Ubuntu Award, sponsored by Hetzner, aims to recognise the positive influence of brands on the social and physical environment.



"The future of this country hinges upon the ingenuity and passion of its people to make a difference where there are still severe imbalances," says Mike Schalit, chief creative officer at Net#work BBDO and member of the Loeries Board.

"The Ubuntu Award is all about the soul of this nation, recognising the power of creativity not only to provoke and sell, but to actually effect real change. Giving added impetus to the effectiveness of creativity, South Africa's most underrated asset, The Ubuntu will hopefully inspire marketers, corporates and ultimately government to harness our country's greatest weapon, its creative talent."

Ubuntu Award entrants:

African Children's Feeding Scheme

This public service announcement was produced free-of-charge to encourage people to make donations to the African Children's Feeding Scheme, a charity that provides a basic meal for households with only one parent or guardian.

SADAG Speaking Books - Patient Education Tool

The South African Depression and Anxiety Group (SADAG) has created a Speaking Book with a 30-second-per-page audio track as an educational tool for low literacy communities around the world.

The Dreamfields Project

Dreamfields has invested over R20 million helping children around South Africa to realise their soccer dreams through the creation of soccer fields, handing over equipment and hosting sporting events with funding from Old Mutual, BHP Billiton and The Department of Basic Education.

Make a Living. Make a Life - MAL

The MAL Foundation is the non-profit foundation of Net#work BBDO, inspired by the challenges facing the world to apply creativity and ideas in a symbiotic relationship between brands and society.

Cadiz Financial Services - Future for All

The Cadiz financial services group has formed a partnership with car guards, an advertising agency, filmmakers and

members of a township community to enhance the lives of disadvantaged people.

Changing Face - KwaZulu Natal & Western Cape Networks on Violence Against Women

The Changing Face campaign, which ran during 16 Days of Activism, was aimed at changing the beliefs that keep violence against women alive.

Glenrand MIB - Station Renovation

The Station Renovation initiative upgraded facilities at police stations in urgent need of renovation to associate Glenrand MIB's brand with the improvement of the daily lives of those who protect us.

Hello Computer - B-Cycle - The magic bike is here

B-Cycle is a bike sharing initiative supported by Hello Computer in South Africa. Bikes can be swiped in and out at B Stations around cities, creating a sustainable transport solution.

The billboard that changed children's lives - Room 13

Room 13 is an art class for underprivileged children that takes place at 16 different schools across South Africa. The children themselves run Room 13 like a business and sell their artworks to sustain themselves, marketed through billboards that they create to drive the public to their website.

M-Net - Gogo Magic

This initiative created work for more than 550 women in the three months around the World Cup, knitting beanies that were distributed to vulnerable children in the participating 2010 host cities.

Jet Community Awards

The annual Jet community awards recognise those individuals and organisations that give of their time, energy and talents to make a compelling contribution to their communities.

Sappi - Triple Green

Sappi has developed and launched Triple Green - a range of high-quality, coated fine paper made from sugar cane fibre in an environmentally friendly process that actively supports sustainability and creates jobs.

Don't Be A Passenger - Optimal Energy, Clickthinking

Dontbeapassenger.com is a social platform to inspire a nation to take pride in their past achievements and educate them about climate change. The objective is to produce an electric car, built in South Africa and to be driven all over the world.

Joe Public - Rock4AIDS

Rock4AIDS is a non-profit organisation run by Joe Public to support their local adopted school, Forte High in Dobsonville, Soweto through the medium of music.

Levi's Red 4 Life - HIV prevention

Levi's has stepped away from traditional public service campaigns and joined the fight to combat HIV through the Levi's Red 4 Life movement; using brand influence and street cool to change behaviour.

Heroes - Copa Coca-Cola Football Stars

The aim of this initiative was to take Coca-Cola's youth upliftment platform of the U18 football tournament and not only change the lives of the participants, but also amplify the message of hope and self-belief across the African continent.

The Hope Factory

The Hope Factory takes people off the street from disadvantaged communities in Port Elizabeth and teaches them sewing and crafting skills, life skills and business skills. Graduates are given employment producing corporate gifts and encouraged to develop their own small businesses.

Behind a Smile - Operation Smile

This short documentary was created for a non-profit organisation that provides free corrective facial surgery in order to procure sponsors and sponsorship. It tells the story of a little boy whose life was changed forever.

Cipla - Miles for Smiles Madagascar Challenge

David Grier, celebrity chef, extreme athlete, author and inspirational speaker is completing the miles for Smiles Madagascar Challenge 2010 to raise money for Operation Smile, which funds surgery for children with facial deformities.

Add Hope - KFC

KFC customers were asked to "Add Hope" in the form of a fictitious meal item that cost R2, but which was in effect a donation to feeding a hungry child. KFC's aim was to make hunger relief a part of their brand promise.

The Praekelt Foundation and Vodafone Live - Young Africa Live

The Praekelt Foundation partnered with Vodafone Live to host Young Africa Live and provide free access for customers to a portal addressing the key lifestyle issues that affect the youth today: Love, Sex, Relationships, HIV/Aids, Gender and Cultural issues in a fun and interactive way.

BayFM and Urban Sky Trust - Silence is Deafening

This campaign was launched in conjunction with the installation of BayFM's new broadcast antennas to raise awareness of the Urban Sky Trust, a foundation for partially hearing children in the Nelson Mandela Metropolitan Area, and to remind listeners to look after their hearing.

Elgin Valley Tourism

The tourism officials of the Elgin Valley wanted to turn the area into a world class tourist destination. This was achieved through creating a sense of common identity through logo creation, websites and signage - all of which provide revenue-generating opportunities ensuring financial sustainability.

Art SA Magazine and Gun Free SA - Umshini Wakho

Art South Africa used the debate around the struggle song "Umshini Wami" ("Bring Me My Machine Gun") to create a campaign called "Umshini Wakho" - a call to disarm. This was supported by articles, a poster campaign and a song by the Soweto Boys Choir, and has been taken up by the South African Police Services.

City of Cape Town - Thusong Services Centre

The intention of the redesign of the Thusong Services Centre was to create a centre with a powerful civic presence. The building has served as a catalytic change agent and has been the focal point of the planned urban design of the Khayelitsha CBD and a motivator for foreign investors to invest in the area.

Celtel/Zain - Touching Lives

To increase Celtel's user base, Touching Lives was launched. This television show grants wishes for community members, supporting Celtel's CSI objective of giving back to the community, while creating 100% spontaneous linkage to the brand and securing an enthusiastic following.

Shout

After the senseless death of Lucky Dube, Danny K and Kabelo Mabalane assembled a line-up of South African artists to record a version of the Tears for Fears anthem "SHOUT". South Africans can join the Shout Foundation to download the song, learn about shout and engage with crime-fighting bodies like Crimeline and Business Against Crime.

Entries into the Ubuntu category will be judged on 20 August 2010 by a panel of senior representatives from the brand communication industry as well as social development specialists. The full judging panel can be viewed at

www.theloerieawards.co.za.

Pre-evaluated by GreaterCapital

Unlike other categories, the entrants to the Ubuntu Award will be pre-evaluated by GreaterCapital, a social development consultancy, to ensure that the projects are truly making an impact and leaving a sustainable legacy.

"It is encouraging that the Loeries Committee has invited the participation of a social development consultancy such as GreaterCapital to add value to the judging process in this increasingly important area," says Dean Hand, the CEO of GreaterCapital.

"It will mean that entrants will not simply be judged on their advertising prowess or marketing success, but also on the actual social impact on the beneficiaries of the campaign."

Hetzner sponsorship

Hetzner has an ongoing relationship with the Loeries - in 2009, the company contributed the funds for off-setting of the carbon footprint created by the event and this year they have lent their support to the Ubuntu Award.

"We're very excited to be sponsoring The Loerie Awards' first Ubuntu Award," says Athena Turner, Hetzner's marketing and communication manager.

"Through our sponsorship, we're able to assist in showcasing the collective creative effort that has gone into promoting the long-term sustainability of our environment and the upliftment of communities in South Africa."

The 2010 Loerie Awards will be held at the Good Hope Centre in Cape Town from 1-3 October 2010 on the Saturday and Sunday evenings.

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