Loeries 2014 open for entries

Entries are now open for Loeries 2014, with an early bird date of 14 April and final entry date of 30 May 2014. The awards are celebrating the ideas that live beyond the medium and dwell in the hearts and minds of the consumer - Create - Affect.



"The aim is to show the value that creativity adds. Our regional creative economy is a world-class service and has great potential to grow by rewarding and fostering creative excellence," says Andrew Human, Loeries CEO.

Entries are open to everyone in the brand communication industry - marketers, agencies, designers, media owners and media agencies - across Africa and the Middle East. Every touch-point between a consumer and a brand is now considered by the Loeries - including digital media, architecture & interior design, package design, radio, television, print media, outdoor, communication design, public relations, live events, sponsorship and more.

Two new categories

• Branded Content includes the integration of a brand into feature films or mini-series made for television, cinema release, DVD or online release. This includes all genres - fiction, reality, documentary or entertainment.

• Service Design focuses on the interaction between a brand and its customers. Leading brands are making meaningful connections and building loyalty using best practices that interest, involve and connect with customers at an emotional level - providing a user-friendly, competitive and relevant customer experience.

For every entry submitted this year, the Loeries will contribute R30 to the Creative Future Scholarship initiative - established in 2008 to encourage and enable creativity at grassroots level, by assisting learners from a disadvantaged background to study brand communication at a tertiary institution.

Everything you need to know about entering the Loeries including '6 steps to winning a Loerie' and guidelines on how to submit your entry can be found on www.loeries.com.

For more:

- Bizcommunity search: Loeries
- Official site: www.loeries.com
- Google News search: The Loeries
- Twitter search: Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"
- Facebook: The Loeries page
- Twitter: @loeries

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