

The Loeries Annual goes digital

2013 has ushered in a new era for the Loeries with the introduction of a revamped, visually appealing and user-friendly online Winners Archive, to be launched in mid-April. The new digital version will replace the traditional hard-copy Loeries Annual.



The Loerie Awards

The Loeries made the decision to focus on a sophisticated upgrade of the online Archive in order to make winning information more easily accessible to a wider audience. In past years, the printed Annual captured the year's winning work in a beautifully bound book. However, the book limited readers to accessing only a year's worth of reference material. The new Winners Archive eliminates shelf-life by providing the ultimate collection of Loeries winners via a vivid and modern reference system.

Award recipients of The 34th Annual Loerie Awards - which took place during Creative Week Cape Town last year - will be able to view their work online via the all-new Archive. In fact, the Archive contains all Loeries winners credits right back to 1978, with visual and audio media of the actual work being integrated from 2005. Visual material prior to 2005 will be added continually to the online archive.

Time to go digital

"It's about time that our Winners Archive became digital," says Loeries CEO, Andrew Human. "I think each medium should be used to its best ability, and a printed annual simply can't offer the versatility that an online version does - it's like the old (and very beautiful) encyclopaedia versus Wikipedia."

The Winners Archive is part of a comprehensive website overhaul for the Loeries that is being carried out by Aqua Online and software developers ClickClickBoom. The online resource will bring a clean, fresh look and more efficient functionality, including refined search functions, where work can be located by brand, agency, product, award, and year and even by individual credits - allowing users to talent search across a multitude of disciplines.

Aqua CEO, Brent Shahim, says, "We are delighted to build on our existing partnership with the Loeries, having produced their Creative Week app in 2012. We are now developing a new user experience that will not only bring the old archive to life, but will simplify the way in which users are able to access content across the whole website."

Official rankings

In addition to showcasing a year-on-year benchmark of creative communications from the African and Middle-Eastern region, the Winners Archive will also host the Official Rankings - including the first publication of the latest individual credit rankings such as executive creative directors, copywriters, designers and photographers. Previously published rankings will also be included, such as top brands, agencies and production companies.

With this year's 35th celebration of rewarding creative excellence, the Loeries is undergoing a brand refresh that will launch on 15 March alongside the 2013 Call for Entry and the new website. So there is a lot to look forward to.

Entries for the Loeries open on 15 March. All entry information, guidelines and preparation instructions will be available from this date. Enter before 15 April and receive a 5% discount. Entries close on 31 May. Winners will be announced at the awards during Loeries Creative Week Cape Town 16 - 22 September.

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The major sponsors of Loeries 2013 are Cape Town Tourism, The City of Cape Town, Gearhouse South Africa

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Important Loerie dates to diarise in 2013:

Migrate magazine - issue 16
Available at Exclusive Books & CNA stores

Call for Entries 2013:
Entries Opens: 15 March
Early bird deadline: 15 April
Entry Deadline: 31 May

Migrate magazine - issue 17
May 2013

Creative Week Cape Town 16 - 22 September 2013:
Judging Week at City Hall: 16 - 19 September
Loeries Seminar at City Hall: 20 September
The 35th Annual Loerie Awards at the CTICC: 21 & 22 September

Migrate magazine - issue 18
November 2013

Loeries Exhibition Venues

CityVarsity, Cape Town 01 - 05 April
Vega, Johannesburg 15 - 19 April
OpenWindow School of Visual Communication 13 - 18 May
Markex, Sandton 11 - 13 June
Concept Interactive, Cape Town 15 - 19 July

Nelson Mandela Metropolitan University, PE 5 - 14 August
Tshwane University of Technology, Pretoria 26 - 30 August
Stellenbosch Academy of Design & Photography - TBA
Oliewenhuis Museum, Bloemfontein 07 - 11 October

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