

Loli Bishop, "There needs to be an open playing field for all"

 By [Jessica Tennant](#)

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As part of our Women's Month content feature and in the build-up to our panel discussion with some of this year's Gerety Awards all-female South African executive jury members, taking place in September, Jessica Tennant, senior editor: Marketing & Media at Bizcommunity, interviews this year's jury to find out what a woman has to do to get onto an advertising jury, what the opportunity means to them and the significance of these Awards given the current state of gender equality...

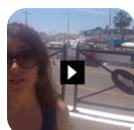


The Gerety Awards, founded by Joe Brooks and Lucia Ongay is relatively new, having launched in 2019. It brings together all-female juries from across the globe to shortlist the best in advertising – all advertising, not just advertising made for women – through the female lens.

The Awards was named after Frances Gerety, the copywriter who coined the slogan 'a diamond is forever'. So, instead of categories, the Awards are judged by cuts (as in diamond cuts), of which there are 10.

This year, there are a total of 180 new jury members from 30 different countries. Pre-Covid-19, judging sessions were hosted in each host city and the shortlists submitted to the international grand jury of creative experts for final evaluation, but of course this year's judging sessions are having to take a different format. Joe Brooks explains that "the judging would have taken place at the VMLY&R offices, with Jacquie as the ambassador. The date had been set for Monday, 1 June and we would have judged and discussed a number of categories of entries from around the world. The same week judging sessions would have taken place in London, New York, Buenos Aires, Bangkok, Melbourne, Milan, Istanbul, Helsinki and Berlin. Due to the 'Corona', all judging is taking place remotely and online over a four-week period with group calls in the middle of the judging to discuss favorite pieces."

This year's South African executive jury includes: Jacquie Mullany, ECD, VMLY&R; Mpume Ngobese, MD, Joe Public; Sanche Jansen van Rensburg, ECD, Avatar; Simone Bosman, founder and creative, Osu & Kumalo; Neo Segola, ECD, FCB Africa; Sarah Dexter, CEO, Mullen Lowe; Nadia Mohamed, marketing director, McCain; Emma Strydom, head of design, Network BBDO; Juliet Honey, creative, Freelance; Suhana Gordhan, ECD, FCB; Linda Notelovitz, director/producer and founder, Life Design; Liezel Bygate, marketing director, Bliss Brands; Monalisa Zwambila, CEO, Riverbed; Loli Bishop, producer, Freelance; and Fiona O'Connor, creative director, Havas. Look out for our online panel discussion featuring some of these remarkable women in advertising in September after the shortlists have been announced.



#CannesLions2019: Lucía Ongay on starting the Gerety Awards to elevate female voices

21 Jun 2019



Here, freelance producer Loli Bishop tells us that her hope for the next generation of women in advertising is that they go forward with not having to fight for their talent and greatness and believes that there needs to be an open playing field for all...

■ **As part of its call for entries campaign, the Awards sent purple moustaches to prominent female leaders in the advertising industry, and asked them to pose for a picture with the question: What does a woman have to do to get onto an advertising jury? How would you answer that question – what does a woman have to do to get onto an advertising jury?**

Bishop: Love that you did this. Great commentary on the status quo but do congratulate the Gerety team for having a panel of women judges.

■ **What is your hope for the next or future generations of women in advertising / the advertising industry?**

Bishop: That women in the advertising industry go forward with not having to fight for their talent and greatness.

■ **And what is your key message to fellow women in advertising this Women's Month?**

Bishop: I launched the third ever woman director into the advertising industry two years after South Africa got long-awaited for democracy. This was in 1996 so it does upset and amaze me that we are still having to make sure that women get fair chances in the industry. We have to get to the place where the playing field is entirely open to all.

I feel honoured and know that with my history in the industry I can make good judgement decisions.

For more info, visit the Gerety Awards' [website](#) and follow them on [Twitter](#), [Facebook](#) and/or [Instagram](#), and follow Bishop on [Instagram](#).

ABOUT JESSICA TENNANT

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