

Biz-community makes the Loerie Annual

The opportunity to run a full-page ad in this year's Loerie annual, prompted the first extension of Bizcommunity's to date virtual brand into reality. Click [here](#) to view the ad created by %FF THE SHELF.

The first challenge was to identify and pin down a clear brand personality for South Africa's fastest growing advertising presence online. Bizcommunity - the brand - emerged as a playful and visionary freethinker, impervious to fads and factions, but unashamedly cutting edge in the dynamic area of business communications.

This was translated into print by Terry Levin at %FF THE SHELF (www.offtheshelf.co.za), by means of an attention grabbing visual and the line "the lifeblood of the ad industry". The image of blood is not for the squeamish and conveys at a glance the powerful publicity and benefits of online networking, which no business in the year 2003 can afford to ignore.



[View](#)
[large](#)
[\(50K\)](#)

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