

Joe Public member wins Loovre competition

Xolisa Dyeshana from Joe Public impressed judges of the Loovre 2006 design competition the most with his 'arresting' SABC TV License creative, and has walked away with first prize. Andy Croly from C Squared Productions was awarded second place for his 'extra long' Durex poster, while Kamogelo Sasing from Young & Rubicam received third place with his work on The Salvation Army campaign.



Left to right: Xolisa Dyeshana, Andy Croly and Kamogelo Sasing

Dyeshana will receive a Panasonic PWD Plasma TV while the second and third place winners will receive Playstation PSPs.

According to Primedia Unlimited subsidiary The Letter Corporation (TLC), the competition received great support from the creative and design industry.

Andrew Kramer, managing director of TLC, says that it's encouraging to see the enormous amount of design talent available to the industry. "The judges were hugely impressed by both the response to LOOvre 2006 and the volumes of creative and design talent revealed by the competition," he says.

Dyeshana's clever use of illusory mirror panels gives viewers the impression of a gloomy non-payer in jail, and implies that it is really bad - criminal - not to pay for TV licences.

The panel of judges were: our very own Louise Marsland, Bizcommunity.com editor; Brendan Seery, executive editor, *Saturday Star*; Colin Ramparsadh, managing partner, ZenithOptimedia; Adam Wittert, media director of FCB; Wicus Swanepoel, managing partner, Nota Bene; and Andrew Kramer, managing director, TLC.

TLC is thrilled by the interaction the competition created in the industry.

