

## Still time to enter Loeries - deadline 31 July

You still have until 31 July to prove just how successful your work was. The Loeries Effective Creativity Award, now in its second year, is the first award in our region to formally recognise the value that creativity adds to business results.

Because Loerie entries can flight right up to the entry deadline, it's not always possible to present results for a campaign that has just launched. While the Loeries judging takes five key factors into account: Innovation, Quality of execution, Relevance to the brand, target market and chosen medium; actual data might not be available at the time of judging. And this is the purpose of the Effective Creativity Award: To give agencies and brands the opportunity to show the results of their award-winning work, for up to two years after the original Loerie award.

All Loerie-winning work from 2012 and 2013 is eligible. Entry is still open for the Effective Creativity award until 31 July - [Click here for details](#).

### For more:

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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