

Loeries 2012 winners: The Rest of Africa & the Middle East

This year saw the introduction of a new category at The Loerie Awards - for the Rest of Africa and the Middle East, sponsored by the *Mail & Guardian*. The category gave non-South African work a chance to shine and the audience saw two Gold Loeries awarded, as well as three Silver statues and seven Bronzes.



The awards were given out across multiple disciplines, including TV, Video & Film; Radio; Print & Outdoor; Internet, Mobile Interactive; Direct & PR; Live Events; and Integrated Campaign.

And the winners are...

The first Gold award went to Squad Digital in Kenya for Safaricom's Internet, Mobile & Interactive Communication titled, 'Daktari 1525'. The second Gold Loerie went to DDM Mozambique for Instituto Criança Nosso Futuro's human trafficking Print & Outdoor campaign titled 'False Promises'.

Mail & Guardian expands into Africa

The *Mail & Guardian*, which has expanded into the African market, has aligned itself with the Loeries Rest of Africa & the Middle East category.

"As the *Mail & Guardian* pursues its Digital First strategy, it opens up its in-depth reportage, analysis and influencers to readers across the African continent," says Anastacia Martin, publisher of the M&G print and online editions.

"The building of our online community to reach all 54 states in Africa has become a priority for the M&G group, and by partnering with the Loeries we will not only spread best practice across the continent, but also enable our new readers and advertisers to recognise the value of these awards."

Promoting work throughout the region

The aim of the Rest of Africa & Middle East category is to better promote the work being produced throughout our region. The work entered was judged separately, allowing improved representation and offering greater exposure to each country's creative output - and from the results seen this year compared to 2011, it seems that this is holding true. Entries more than doubled and the numbers of statues awarded increased from just two to twelve.

"The role of any award is to recognise excellence and to provide a recognisable standard. I'm positive that this new category will be a catalyst in initiating healthy competition between brands and agencies throughout the region, while improving the overall standard. The Loeries is the benchmark for the best brand communication and with the introduction of this category we will see greater exposure of work from outside of South Africa," says Loeries CEO, Andrew Human.

"There are many exciting trends emerging from our region. For instance, the African continent is experiencing a mobile phone uprising and cellular usage is world-leading in some cases. South African agencies have won the Grand Prix at Cannes six times in the last six years! This is an incredible achievement and now we want to see this success expand across our region."

Go to the Loeries website to view the [2012 Loerie Awards winners](#).

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