

Loerie Awards adds PR category for 2011

The Loerie Awards has introduced a PR category to this year's awards. Public Relations Industry of Southern Africa (PRISA) spokesperson Bridget von Holdt believes the move is indicative of the importance of strategic communication in the overall communication mix and that the inclusion of PR exposes other industries to the real value of strategic communication and its vital role in brand management.



The category includes awards for public relations campaigns targeting television, radio, print and online, as well as an overall campaign incorporating all four.

Andrew Human, CEO of The Loerie Awards believes it can only improve this vital area of the media spectrum and also serve to highlight the importance of PR in marketing and further its integration into media strategies.

"Public relations should always aim to support the position and reputation of a brand. It represents an important, often overlooked, ingredient within the marketing mix. What is clear is that many PR agencies rely on email delivery to send information to their media contacts. This has resulted in the media being bombarded by hundreds of emails a day, and relevant news being ignored. We believe that the manner in which the message is delivered to the media should grab attention and be editorially relevant so that they write and broadcast about it," explains Human.

Fostering spirit of competition

The inclusion of the Public Relations Award aims to foster a spirit of competition in the industry which will enhance the calibre of communications and innovative strategies deployed by PR agencies.

"It is The Loerie Awards hope that PR agencies will view the inclusion of PR in the Loeries as an invitation to develop new ways of delivering news to the media," concludes Human.

Entries for the 2011 Loerie Awards close on the 13 May 2011 and judging takes place between the 5-13 July. The Loerie Awards Festival Weekend will be held in Cape Town from 16-18 September. This year the awards will be hosted at the Cape Town International Convention Centre.

For more information go to www.theloeieawards.co.za.

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