

Loeries Media Innovation Panel announced

Media Innovation is a special Loeries category - focusing on innovative ways to use media. The category was introduced in 2012 and this year's panel is a who's who of media specialists in the industry.

The panel:

- Virginia Hollis (chairman) - Director, Magnetic Connection
- Adelaide McKelvey - Managing Director - Rest of Africa, Continental Outdoor Media
- Bruce Williamson - Managing Director, Universal McCann
- Donald Liphoko - Head of Advertising, GCIS
- Fahmeeda Cassim-Surtee - General Manager, DStv Media Sales
- Ken Varejes - Chief Executive Officer, Primedia Unlimited
- Martin MacGregor - Managing Director, Connect
- Michelle Meyjes - Chief Executive Officer, MEC Group and GroupM
- Richard Procter - Joint Managing Director, Vizeum

- Simon Lloyd - Head of Engage, Quirk

Judging takes place during Loeries Creative Week Cape Town from 15 to 21 September 2014.

Finalists will be announced during the week and winners will be announced on Saturday 20 and Sunday 21 September at the 36th Annual Loerie Awards at the CTICC. For more information visit loeries.com.