

Loeries are calling with new categories

The last call for entries to the 2015 Loeries closes on Sunday, 31 May and this year they are open to all of Africa and the Middle East...



There are two new categories this year, Service Design and Music Videos.

Service Design focuses on the interaction between a brand and its customers. This award aims to celebrate leading brands that are making meaningful connections and building loyalty using best practices that interest, involve and connect with customers at an emotional level.

The Music Video category caters to the recent boom in quality and quantity this niche has experienced. Judging considers both production, and the impact the video will have on building the artist as a brand.

For the first time, Durban will be hosting the Loeries from 10-16 August. Official events will take place at the Durban ICC and along the Durban beachfront during Loeries Creative Week.

[See the full programme here.](#)