

## Record number of entries in this year's Loeries

Entries closed for the 2008 Loerie Awards on 31 May 2008 with over 3400 entries received for the 30th anniversary of the annual advertising awards - a 17% growth on last year's entries in the professional categories.

There was strong growth in the traditional advertising categories - with Print Advertising growing by 36% - as well as in the alternative and new media categories such as digital. The Integrated Campaign category saw the greatest growth of 138% which is a good sign that more through the line communication is taking place. Online advertising grew by 76% and Experiential Digital by 38%.

"The strong growth across all media indicates that the industry is communicating on all platforms," says Andrew Human, Loeries MD.

For more information on the Festival Weekend, which takes place from Friday 25 July until Monday 28 July, visit [www.theloerieawards.co.za](http://www.theloerieawards.co.za).