

## Loeries announces 2010 experiential chair

Colin Nimick, executive creative director of OgilvyOne, London, will chair the Loerie Awards 20 experiential panel. As veteran at Ogilvy since 1987, he has scooped numerous awards for his work done with American Express, Cancer Research UK and IBM.



Colin Nimick

His "Smoke is Poison" campaign for Cancer Research received the acclaimed title of DM Campaign of the Decade by *Campaign Magazine*, and he was titled No. 2 DM Creative Director. It will be his first visit to South Africa.

He is particularly looking forward to seeing the diversity demonstrated in work entered into the Loeries, "The challenges agencies face in Africa and the Middle East are quite often different from those we face in Europe, which can lead to a totally diverse, more vibrant, approach to developing creative," he said.

Judging Week takes place from 17-25 August 2010 and a Judges Seminar will be held on 20 August, when Nimick will talk on his work.

### For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: "[Loerie](#)"
- Loeries site: [www.thelorieawards.co.za](http://www.thelorieawards.co.za)
- Loeries Twitter: [@loeries2010](#)
- Loeries Twitter Search: "[Loerie](#)"
- Google News Search: "[Loerie](#)"
- Facebook: [The Loerie Awards page](#)