

Loeries judge praises direct category entries

Overall, the standard of entries into the Loeries 2005 Direct Categories was high: of the 293 entries, there were 176 finalists - a whopping 60.1%. This indicates that the jury felt strongly that most of the work entered was worthy of a mention and should encourage all marketers to embark on well thought out, creatively excellent campaigns that will engender a response.

By [Nici Stathacopoulos](#) 5 Oct 2005

The actual awards to be issued however may reflect a different picture - one that demonstrates to the industry that to win a Loerie, your work does need to be really exceptional.

As always, flat mail and dimensional mail had the most entries, but in turn, were also the least creative. In one instance, one agency had entered the same creative across two different clients.

The Direct Category was no longer dominated by only Direct Marketing specialists, a variety of traditional agencies entered work into this category - as a jury, we felt some had entered because they thought it would be an easy "win" - well think again - simply putting a web address or a telephone number at the end of an advert or poster does not make it a direct response advert - if anything, it reminds us that there is still not enough strategic consideration given behind creating a direct response campaign, whether it is in the form of a mailer or a TV advert.

Having said that, where were some of the traditional die-hard Direct Marketing Agencies - conspicuous in their absence, does this ask a question about how they view their own creativity and innovation?

Direct TV and Internal Marketing Campaigns were disappointing, but most disappointing were Radio ads, and it will be interesting to see how these fare in the advertising category

It was great to see the entries in the Alternate and Field Marketing Categories - this is where the line becomes fainter and fainter in communication disciplines - "indirect direct" (as coined at Cannes 2005) has certainly come of age and enthused the jury with some of the innovative thinking.

Entrants need to however be more selective in which category they enter their work, and how they describe their work.

Direct Campaigns and CRM Strategy Categories surprised me - the breadth of entries from companies who have extended their traditional once off mailers into fully blown campaigns was most pleasing to see, and at this end, we believe that Direct Marketing has become the "darling" of the marketing fraternity.

Our jury panel was enthusiastic, excited and yet serious in the job at hand. They analyzed the work in depth and without consultation, in many instances the scores across the panel were consistent.

A massive thank you to all the entrants who submitted their work in what is a complex and difficult communications discipline. Congratulations to the finalists - you should be most proud of your work. Look at the winning entries and see what was perhaps lacking from your campaign that precluded it from winning a Loerie in the end.

To the agencies that won Bronze, Silver or Gold, you earned that Loerie - display it with pride, and may it be one of many that grace your offices in the future!

ABOUT THE AUTHOR

Nici Stathacopoulos is a member of the 2005 Loerie Award Company Board and jury chair of the direct category. She is CEO of The Tipping Point, the International Judge to Cannes Lions Direct 2005, the Country Chair for Caples 2005, the recipient of the DMA Direct Marketer's Achiever of the Year Award 200 and, past Chairperson of the MFSA Assegai Awards (2003).

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