

Enough bling to light up the night sky...

Glamour returned to the Loeries Sunday night with bling bling so bright one almost missed the industry stars - the award winning creatives in this, the Mnet-sponsored final night of The Loeries Awards, Margate 2005. From tiaras and sequins to huge chains and diaphanous creations, it was more of a case of 'pimp my date' than 'Pimp My Ride', as one goggle-eyed fireman on duty remarked on the 'less is more to see' fashions: "I think I'm going blind!" Certainly a night to remember.

 By [Louise Marsland](#) 16 Oct 2005

A late start overcame threatening drizzle on a warm and humid night. Pre-dinner drinks in Margate were a tad elegant on this evening without the riotous and ear-splitting fun parade of Saturday, and gave people a chance to network at the pre-drinks venues overlooking the sea in Margate... or just be plain fabulous.

The extremely efficient shuttle bus service from Margate to the event venue in the old Moscow State Circus tent got everyone to the red carpet to be snapped by the Heat paparazzi - who were very visible throughout the weekend taking photographs for a special Loeries Heat Magazine edition to be distributed next week to all the agencies.

Of course, working with this industry is like "herding cats" as more than one harassed organiser was heard remark, and even the compare resorted to shouting over the loudspeaker... "This is Black Tie Bling! Get in the mother fucking tent already!" And being this industry, that announcement was met with cheers!

If anything, the cheers, whistles, catcalls and clapping was even louder than the night before. MC, comedian Riaad Moosa, brought the house down with his James Bond goes Bollywood routine and in flight safety demonstration, which followed a seamless transition from a 2D Mnet magic advert intro to 3D reality, as the actor in the film clip appeared on stage with his 'essence of blue magic' and accompanying fireworks.

A white limo parked next to the stage disgorged all the entertainers, presenters and judges.

The industry even applauded wildly when local dignitaries were introduced - although possibly more for the brevity of their speeches than any affinity for their authority! A unique presentation of the usual judges comments included a special segment from the Laugh Out Loud team, which 'punked' some of the judges.

The graphics and visuals were brilliant and on this night, we got to see a lot more of the great, winning creative work. There was an awesome moment when the popular international Honda ad 'Grr' inspired a rousing sing-along to the song, "Hate Something... Change Something..."

As was the case on Saturday, half way through the event, half the audience migrated to the bar tent outside and stayed there until the end of the awards, when the after party started in the event tent on this night. They've always done this - but it was more noticeable in the new gallery seating format, than at the banquet style in the dark Sun City superbowl - the Loeries venue for the past decade.

Organisers say they're not worried, that this is what the industry does and having people coming in and out for drinks, porta potty breaks and networking is what was expected.

And while only one Grand Prix was awarded on this night and fewer Gold Loeries than ever before as the judging gets tougher and standards are raised with the new format, one thing is certain, MARGATE ROCK

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