

## A Loerie for animation



The 2005 Loerie Award ceremony was the first time animation hotshop Masters & Savant entered the awards and they received five nominations for outstanding work and a silver Loerie for their Metro FM "Boom Box" campaign.



Masters & Savant's general manager Reto Reolon says: "We are by no means disappointed with the silver Loerie. We are pleased that the judges are pushing the bar higher for all creative agencies in order for the level of work to be among the best in the world. This silver Loerie proves that we are among the best animation agencies in the country."

Roger Smythe, Masters and Savant executive producer says: "Having received 5 nominations for animation the most for any motion design agency, we will be motivated to come back next year with even more. The international animation gold Loerie winner Weiden and Kennedy for the Honda Grrr commercial once again proved that animation is pushing in to where live action previously held centre stage. We are determined to keep the rise of animation steady in South Africa.

"We have already completed a number of projects that are ready for entry into next year's awards (completed just after last year's deadline), and we believe they will meet the higher standards of the judging panel. We are already making space for the gold and silver birds to come."