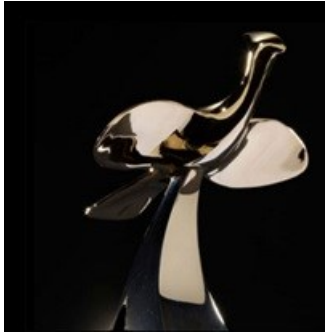


# How the Loeries will showcase regional work going forward

Creative Circle chairman Justin Gomes has issued a quick update post-Loeries 2015, explaining that future Loeries' juries will aim to recognise the truly regional work that's not necessarily also acknowledged at international award shows.



This means we'll get the chance to see distinctly South African work, distinctly Nigerian work, distinctly Kenyan work and more from the rest of the continent.

In this light, the South African New Voice category for non-English work will also be expanded beyond radio and judged separately by a specialist panel, but awarded with all other categories at the awards.

The Creative Circle is also looking to incorporate a Non-English category at the Creative Circle Award of the Month, where specialist judges will judge the Non-English category.

This comes on the basis on the Creative Circle's Exco's decision last month that the current Loeries eligibility rules will remain the same for 2016 and remains open to Africa & Middle East, as well as to international agencies working on campaigns created specifically for the region.

For more, visit: <https://www.bizcommunity.com>