

## 2012 Loeries entries open with category changes

A separate category for entries from outside of South Africa has been introduced to the [Loeries](#), which has issued its 34th call to enter today, Thursday, 15 March 2012. In order to better promote the work being produced throughout the region, "Rest of Africa and the Middle East" will be judged separately to allow improved representation of all regions and offer greater exposure to each region's creative output.



2012 Loeries campaign  
created by The Jupiter  
Drawing Room  
(Johannesburg).

[click to enlarge](#)

Additionally, this year, R30 from every entry will go towards the [Creative Future Scholarship](#), enabling talented learners from a disadvantaged background to study brand communication.

The new "Rest of Africa and the Middle East" category is open for Communication Design; Direct & PR Communication; Internet, Mobile & Interactive Media; Live Events; Print & Outdoor; Radio; TV, Video & Film; and Integrated Campaigns.

### Further category changes

Another new category is one for media innovation/best use of media. Single entries will be judged on how well the medium was used, while for media campaigns they will be judged on how successfully the chosen media have been integrated throughout the campaign. The overall Loeries judging criteria will apply - innovation, execution and relevance.



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Other category changes are:

- A TV Craft category for the Best Use of Licensed Music to recognise the use of existing music in TV, film and video communication.
- The Digital Crafts category has been split into specific craft areas, including Interface & Navigation, Animation, Illustration & Graphic Design, Music & Sound Design, Writing and Photography.
- PR Communication is now one combined campaign category - there is no longer a split between the different types of media used. This category was introduced [last year](#) and the way it worked then was met with [some objection](#).

### Special awards:

- [ADreach StreetPole Award](#): The winning entry will automatically be entered into the outdoor advertising category at the [Cannes Lions International Advertising Festival of Creativity](#). In addition, the winner gets an all-expenses paid trip for two to attend the event in Cannes.
- [ADreach Integrated Campaign Award](#): This prize to the winning brand in the Integrated Campaign category. The recipient will receive R100 000 worth of streetpole media space with ADreach.
- [Adams & Adams Young Creatives Award](#): This recognises outstanding achievement by talented individuals (aged 27 years or younger) who are at the beginning of their careers working in the brand communication industry. The two recipients each receive a trip to Cannes Lions.

### Deadline for entries

Entries should be completed and submitted online at [www.theloerieawards.co.za](http://www.theloerieawards.co.za) by 31 May 2012, where entrants will find all entry preparation guidelines, category descriptions, fees and regulations on the website. Entrants can save 5% on entry fees by sending their work by 16 April.



2012 Loeries mailer

[click to enlarge](#)

The eligibility period for entries is 1 June 2011 to 31 May 2012. Work must be produced within in Africa, the Middle East or island states off the African coast (Mauritius, Madagascar and the Seychelles). International crafts may be entered, as long as the person nominated for the award is from the eligible region.

The major sponsors of The 34th Annual Loerie Awards are Cape Town Tourism, The City of Cape Town, Gearhouse South Africa. Additional sponsors and official suppliers are Greensky, Aon South Africa, Gallo Images, Paygate, Ornico Group, Rocketseed, Newsclip, Cape Town Partnership, Ultra Litho, Graphica, BEE Online, Tempest Car Hire, Think iT Solutions, Backsberg, ADreach, The Jupiter Drawing Room South Africa (Johannesburg), Black Powder, GreaterCapital, Associated Magazines, LifeSense Financial Services, Commercial Producers Association, Adams & Adams Attorneys, PocketMedia Solutions and YouTube.

#### For more:

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