

Agency expectations with... The Jupiter Drawing Room

In our feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what The Jupiter Drawing Room (Cape Town)'s Chairman and CEO, Kevin Aspoas, expects...



Kevin Aspoas

1. What's your official job title and how long have you been at the agency?

Aspoas: CEO, 21 years.

2. How long has your agency been attending the Loeries?

Aspoas: We started attending in our first year, before we even had work to enter. That year, we were asked to predict the winners and we won a pinball machine for getting them right. We still have that pinball machine in our office.

3. What's your biggest Loeries highlight of the years past?

Aspoas: The Ubuntu Award for Woolworths. It showcased what good philosophy and good work can do for a business. From a sustainable aspect, to a lower carbon footprint, to better business for communities, it showcased how business can impact society for the better.

4. What are you most looking forward to from the Loeries Creative Week 2015, set to hit Durban in August?

Aspoas: Surprise and magical work. We are looking for work that captures our imagination. At the moment, everyone is watching everyone else.

In terms of venue, Sun City was an institution. Margate was great, there was a sense of camaraderie and spirit. It was nice to see the industry coming together. Cape Town was okay, but we were all very spread out. Let's see what Durban has in store for us.

5. Who do you predict will win big this year and why?

Aspoas: I don't know at this stage. Someone who is deserving, with a piece that is remarkable. The standard has been average of late, the industry needs stellar work...

Lots to look forward to, it seems. For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loeries Creative Week](#) section.

ABOUT LEIGH ANDREWS

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