

# Copywriter and finishing artist win the Loeries Brand South Africa Young Creatives Award

Issued by [Loeries](#)

18 Nov 2020

Two gifted young creatives, Tshepo Tumahole, a copywriter at Joe Public, and Jarryd Duthoit, a finishing artist at Left Post Productions, have been awarded the 2020 Loeries Brand South Africa Young Creatives Award. Open to those 27 years and under, the award recognises the top young creatives in the brand communications industry with the winners each receiving a Gold Loerie.





*Tshepo Tumahole*





*Jarryd Duthoit*

“Nurturing young creative talent is a key mandate of the Loeries to ensure the advancement and longevity of creative excellence in our industry. Judging from the quality and calibre of entrants the future is extremely exciting,” says Loeries CEO Preetesh Sewraj.

Joe Public United’s creative director Claudi Potter describes Tumahole as an invaluable and incomparable talent in the creative team and says he has been instrumental in the delivery of award-winning integrated solutions on brands like Nedbank, Castle Milk Stout, CTM and Chicken Licken.

“Tshepo has a very unique voice, and a writing talent that is incredibly rare. He matches that with a level of leadership, maturity and conceptual ability that is way beyond his years,” says Potter.

After winning a radio commercial writing competition in 2015, Tumahole received a bursary to complete his higher diploma in copywriting at AAA School of Advertising.

Fellow young creative winner, Jarryd Duthoit is a graduate from the creative economy School, Afda, where he studied data and colour grading for film, cinema and video. In 2015, he won three awards for Best Colour and Data, Best Third-Year Picture and Audience Award for Best Picture.

Mentored by Keno Naidoo, Left Post Production’s senior flame artist, Duthoit says he is fortunate and honoured to have worked with top directors in the South African film industry such as, Ross Garrett and Zee Ntuli.

“I strive to make every frame as beautiful as it can be. With the combination of grade and online, I have been able to come up with stunning visuals and am proud to say there is only one other artist in South Africa able to do both online and grade at an industry professional level,” says Duthoit, who is thankful to his agency for their support and entrusting him with working on some high-end adverts.

### **About Brand South Africa**

**Brand South Africa** is the official marketing agency of South Africa with a mandate to market the South Africa nation brand as well as manage the country’s brand reputation. In discharging its mandate, Brand SA is entrusted with developing and implementing proactive and coordinated marketing, communication and reputation management strategies for the country. Through various stakeholder collaborations, Brand South Africa seeks to empower strategic stakeholders who are “flag carriers” in their own right, from the public as well as the private sectors, with the necessary skills to profile the unique

features of the South African Nation Brand.

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For more information on Brand South Africa, log on to [www.brandsouthafrica.com](http://www.brandsouthafrica.com) or like Facebook page [Official Brand South Africa](#) and follow @BrandSouthAfrica on Instagram and @Brand\_SA on twitter for regular updates.

### **About Loeries Africa Middle East**

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering across the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

The Loeries is the only award across Africa and the Middle East that informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the prestigious Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

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