

Loeries 2021 - Entries open to #fightthegoodfight

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The Loeries, Africa and the Middle East's premiere organisation rewarding innovation and creativity in brand communication, is now accepting entries for the 43rd edition of its globally respected awards. This year, the Loeries challenges the industry to #fightthegoodfight and create work that moves society forward in a positive direction.



The awards encompass every area of brand communication and winning a Loerie is considered a testament of excellence.

“Every year, we see increasing innovation in brand communication with brands, agencies and production houses exhibiting breakthrough thinking,” says Loeries CEO Preetesh Sewraj. “The winners from this round will truly show us which individuals and organisations have been able to innovate and #fightthegoodfight during the challenges of this period in our history.”

The awards focus on every point where a brand interacts with people – traditional categories like film, print and radio are included as well as areas like digital, design, music videos, architecture, live events, PR, shared value and service design.

Work flighted between 1 June 2020 and 31 May 2021 will be eligible to enter this round of the Loeries. Entries will close on Monday, 31 May 2021.

For more information and to enter the awards visit loeries.com.

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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