

## Load digitally to Creative Circle website

The Creative Circle has updated its website, allowing members to upload Creative Circle Awards of the Month digitally. It uses the Loeries entry system, so users will not have to reload Creative Circle Award of the Month entries for The Loeries and vice versa.



The website also launches the Champions of Creativity initiative that shines a light on marketers that have effectively used creativity as a business tool. The inaugural Champion of Creativity is [Geoff Whyte](#), the current CEO of Nando's, whose exhibited work speaks for itself.

"As a marketer, your job is to drive sustained growth in profit. In order to do this, you need to influence how consumers behave - by changing how they perceive your brand. To make this happen, you need to break out of the ordinary. You will never change what people believe by showing them something similar to what they've seen a thousand times before," says Whyte.

To submit the name and case studies of a marketer that you believe has effectively used creativity as a business tool over a sustained period, e-mail Arlene at [arlene@creativecircle.co.za](mailto:arlene@creativecircle.co.za).

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