

Entries for Loeries 2017 now open

Expecting more than 3,000 entries this year, the Loeries has introduced three new categories, as well as simplified its entry system to allow entrants more control over their submissions.



Picture: Supplied

As the leading creative awards for the brand communications industry across Africa and the Middle East, the Loeries award the most innovative work in all media – even novel areas like music videos, architecture, shared value and service design.

The three new categories include:

- **Design for Digital**

Within the Communication Design category, this addition recognises the important role of design in digital media.

- **Data-Driven Campaigns**

An extremely timely area of modern communication, this category focuses on the creative use of data to shape campaign strategy, inform execution, profile audiences and adapt to campaign performance and engagement metrics.

- **The Facebook Challenge**

As part of Facebook's support of young creatives, this student category focuses on the use of mobile media to promote a socially relevant cause.

Brands and agencies are encouraged to enter their best work for the highest accolade across Africa and the Middle East.

Deadline for entries is 15 May 2017. Entries received before 14 April get an early bird discount of 10%. For more information and to enter, visit Loeries.com.

For more, visit: <https://www.bizcommunity.com>