

# Loeries ready to roll out the red carpet ahead of prestigious awards

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Deemed the Oscars of the brand communications world, there's little to rival the glamour and extravagance of the Loeries® Africa and Middle East Awards. Celebrity A-listers, creatives, consumer forecasters and members of the media world will descend on the tropical and majestic KZN province to crown this year's most innovative and thought-leading campaigns at the 2015 award ceremony. The Loeries® Creative Week™ has officially kickstarted, culminating with the prestigious awards to be hosted on Saturday and Sunday, 16th August, at the remarkable Durban International Conference Centre (ICC).

The illustrious awards are hosted annually to honour the region's outstanding brand communications specialists in direct marketing, architecture, live events, digital media, video, design, print and radio advertising who have pushed the envelope and proven to be head and shoulders with international standards. Over the years, the Loeries® Africa and Middle East Awards have become one of the highly anticipated events on the social calendar. Year on year, they continue to draw some of the country's top media personalities and this year promises to deliver nothing but the glamour that is synonymous with our most loved red carpet stars.

Fresh off the success of her movie premiere, "Ayanda & The Machine", at both the Cannes and LA Film Festivals respectively, actress/producer Terry Pheto expressed her elation about gracing the Loeries®, "This year has been fantastic for my creative work, having successfully launched my own movie on a global scale and soon showcasing it to my home country, I am extremely honoured. Platforms such as Cannes and the Loeries inspire us creatives to keep creating and constantly challenge ourselves to produce phenomenal work. I am thrilled to be attending these prestigious awards on Sunday and it will serve as a platform to make headways in addressing and curbing the issues that plague the industry particularly where women are concerned."

"As a creative, I appreciate the Loeries® as they highlight the blood and sweat that goes into creating great work. I'm looking forward to celebrating the people that continue to produce outstanding work and feeding us content that encourages us to engage with it on a daily basis," added actor/model Maps Maponyane. The ceremony and eventful week will officially wrap up with the mother of all parties, hosted by Channel O, in celebration of the ad world's industry thought leaders.

The Loeries® Africa and Middle East Awards 2015 promise to be a world-class creative showcase, reminiscent of the French Riviera's Cannes, with a hint of local flavour it doesn't get better than that. Some of the highflying guests expected to walk the red carpet include Isibaya's Nomzamo Mbatha, marketing extraordinaire Khaya Dlanga, musician and rapper Da Les, international actress/producer Terry Pheto and actor/model Maps Maponyane. Be sure not to miss all the action as the most creative body of the motherland crowns the kings and queens of the ad game who have showcased what it truly means to be game-changers.