

Loeries judging begins

Entries from around Africa and the Middle East have been submitted and The Loeries judging process is beginning - this year, for the first time, with discussion after the first round of judging, the organisers announced yesterday, Monday, 6 July 2009.

"The primary criterion to consider when judging this competition is innovation. We are looking for ideas that surprise and delight us," said Rob McLennan, Creative Circle chairman and executive creative director of Network BBDO.

On the design category, Gaby de Abreu, SA Graphic Design Council (Think) board member and creative director of Switch Design agreed: "We reward fresh, brilliant ideas rather than simply beautiful design aesthetics. Historically, the Loeries has been rather controversial for its distinctively high standards, but what critics often fail to realise is that it is through these competitions that we can ensure that the brand communications industry continuously raises the bar. Additionally, it puts us in good stead internationally."

Discussion period added to process

This year a notable change to The Loeries judging procedure is the addition of a period of discussion, which will take place after the first round of judging. Previously, the two-phase judging process had been completely silent. "We hope that this new step will increase the effectiveness of the procedure and give a better understanding of context and environment for some of the entries," said Pete Case, a Digital Forum board member and creative director of Gloo Digital Design. "Judges will only be permitted to talk up a particular entry, in support of why they should be a finalist, thus preventing the possibility of negative influence."

Said Andrew Human, CEO of The Loerie Awards: "For the past number of years we have not allowed discussion to avoid bias. However, the industry has matured and with the increase in entries from countries outside South Africa as well as the complexity of the categories, we feel that the introduction of discussion will benefit the selection process."

All entries, in all categories, are judged according to five criteria:

- An innovative concept, bringing new and fresh thinking
- Excellent execution
- Relevance to the brand
- Relevance to the target audience
- Relevance to the chosen medium

The entries are judged using the proprietary entry management solution developed by The Loeries and this year all scores

will be recorded using Apple iPod Touch devices. “Our judging systems ensure a smooth process and by using the Apple devices we avoid error in the ballot counting process. In addition to this, the entire process is externally audited,” said Human.

More than 130 judges

There are more than 130 judges. The full judging panels are listed on the Loeries website (www.theloerieawards.co.za). Judging week takes place from 13 to 17 July and finalists will be announced around 22 July. The awards will be held in Cape Town from 24 September to 27 September.

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