

Loeries Young Creatives ready for judging

The 23 entrants for the Loeries Adams & Adams Young Creatives awards have been chosen.



Commenting on the award, the sponsor and organiser agree that this is a vital award that recognises outstanding achievement by talented individuals who are at the beginning of their careers in the brand communications industry. The two award winners will receive a Gold Loeries as well as a trip to Cannes courtesy of Adams & Adams.

"These young creatives are perhaps the most valuable asset in our industry - it's their ideas, energy and inspiration that are the driving force of the creative economy. It's great to partner with Adams & Adams in recognising the best young talent we have and this recognition goes a long way to ensuring we keep growing new ideas," says Andrew Human, Loeries CEO.

"The award has been synonymous with exceptional creative ability and the talent to demonstrate the aesthetic," adds Mariette du Plessis, senior partner at law firm Adams & Adams - the Loeries exclusive legal advisor and sponsor of the Young Creatives Award.

"Previous years have been the launch pad for the pioneering winners who have brought with them beautiful thought-provoking work and this year will be no different. We believe that while nurturing creativity is all-important, it is the protection of this creative output that is equally imperative. Whether it's a logo, graphic design, photograph, film, jingle, or anything else pertinent within the realm of brand communications, our drive is to educate those climbing the ranks of the advertising world on how to go about guarding their creative output and ultimately their financial security. This applies to those working as freelancers, as well as those working in the small or large agencies.

"Our enthusiasm for the advertising industry does not end with our involvement in the Young Creative Award. Our activities extend to workshops with students at Vega, TUT, AAA and University of Pretoria, aimed at educating people who will be entering the competitive world of advertising. We are also the legal counsel and sponsor of the South African Music Awards (SAMAS), as well as the legal advisor and associate sponsor for Design Indaba," she concludes.

Young Creative Judges		
Bibi Lotter	creative director	Y&R JHB
Bruce Anderson	ECD	Net#Work BBDO

Eoin Welsh	ECD	Havas Worldwide
Este du Plessis	creative director	Joe Public
Gary Sundelowitz	ECD	Clarity
Kamogelo Sesing	creative group head	TBWA\Hunt\Lasaris
Liam Wielopolski	ECD	DDB
Tim Beckerling		Humankind Advertising
Suhana Gordhan	creative director	Native
Tseliso Rangaka	creative director	Ogilvy

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