

The Loerie Awards:

A Guide to Recognition and Success



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I. Introduction

A. Overview of the Loerie Awards

The Loerie Awards is an annual event that celebrates excellence in advertising and marketing communications in South Africa. It is one of the most prestigious awards in the industry and has been recognising creative work since 1978. The awards are open to advertising agencies, production companies, media owners, and in-house creative teams.

The awards cover a range of categories, including print, outdoor, radio, television, and digital advertising, as well as design, branding, and marketing communications. The categories are designed to recognise the best in creative thinking, strategy, and execution. Entries are judged by a panel of industry experts, who evaluate the entries based on various criteria, such as originality, impact, and effectiveness.

The Loerie Awards have become a benchmark for excellence in the industry and winning a Loerie is considered a significant accomplishment. The awards ceremony is a major event in the advertising calendar and is attended by industry leaders, creative professionals, and media representatives.

In addition to the awards ceremony, the Loerie Awards also provide opportunities for learning and networking through workshops, seminars, and other events. These events provide an opportunity for professionals to share their knowledge and experiences, as well as to learn from their peers.

Overall, the Loerie Awards play a vital role in promoting and celebrating excellence in the South African advertising and marketing communications industry. The awards provide a platform for showcasing the best work in the industry, recognising outstanding talent, and inspiring creativity and innovation.

B. Importance of advertising awards

Advertising awards play a crucial role in the advertising industry. They serve several important functions, including:

1. **Recognising Excellence:** Advertising awards provide a platform for recognising the best work in the industry. They showcase the most innovative and effective campaigns, and honour the individuals and teams behind them.
2. **Inspiring Creativity:** Advertising awards serve as a source of inspiration for professionals in the industry. The recognition of outstanding work encourages creative professionals to strive for excellence and push the boundaries of what is possible in advertising.

3. **Setting Industry Standards:** Advertising awards help set industry standards by recognising the best work in various categories and evaluating it against a set of criteria. This helps to ensure that the quality of work produced in the industry remains high, and it provides a benchmark for creative professionals to strive towards.
4. **Building Reputations:** Winning an advertising award can be a significant achievement that helps to build the reputation of individuals and organisations. The recognition of excellence by a panel of industry experts can be a valuable asset in promoting careers and businesses.
5. **Networking Opportunities:** Advertising awards provide opportunities for creative professionals to network and make new connections in the industry. The events surrounding the awards are a great place to meet others in the field, exchange ideas, and build relationships.
6. **Education and Development:** Many advertising awards also provide educational opportunities and encourage the continued professional development of creative professionals. Workshops, seminars, and other events surrounding the awards can help professionals stay up-to-date on the latest trends and best practices in the industry.

Overall, advertising awards are an important part of the industry and play a vital role in promoting excellence, inspiring creativity, and supporting the continued growth and development of the field.

C. Brief history of the Loerie Awards

The Loerie Awards have a rich history that dates back to 1978, making it one of the longest-running advertising awards in South Africa. The awards were established to recognise and celebrate excellence in advertising and marketing communications in the country.

Initially, the awards were known as the "AAA Awards" and focused primarily on print and outdoor advertising. Over time, the awards evolved to include additional categories, such as television, radio, digital, design, and branding. Today, the Loerie Awards cover a wide range of categories and recognise the best work in advertising and marketing communications across multiple platforms and media.

In the early years, the awards were run by the Advertising Agencies Association of South Africa (AAA). In 2003, the awards were renamed the "Loerie Awards" and became an independent organisation. Since then, the awards have grown to become one of the most prestigious events in the South African advertising calendar.

Throughout its history, the Loerie Awards have played an important role in promoting and celebrating excellence in the South African advertising industry. The awards have

recognised some of the most innovative and effective campaigns and honoured the individuals and teams behind them.

Today, the Loerie Awards remain a benchmark for excellence in the industry and continue to play a vital role in promoting creativity, innovation, and professional development in the South African advertising and marketing communications sector.

II. The Award Categories

A. Overview of the different award categories

The Loerie Awards cover a range of categories that recognise excellence in advertising and marketing communications in South Africa. The categories are designed to reward the best in creative thinking, strategy, and execution. The following is an overview of the main categories:

1. **Print Advertising:** This category recognises the best print advertisements, including print ads in magazines, newspapers, and other print publications.
2. **Outdoor Advertising:** This category recognises the best outdoor advertisements, including billboard ads, transit ads, and other forms of outdoor advertising.
3. **Radio Advertising:** This category recognises the best radio advertisements, including radio commercials and other forms of radio advertising.
4. **Television Advertising:** This category recognises the best television advertisements, including TV commercials, infomercials, and other forms of TV advertising.
5. **Digital Advertising:** This category recognises the best digital advertisements, including online ads, social media ads, and other forms of digital advertising.
6. **Design:** This category recognises the best design work, including packaging design, graphic design, and other forms of design work.
7. **Branding:** This category recognises the best branding work, including brand strategy, identity design, and other forms of branding work.
8. **Marketing Communications:** This category recognises the best marketing communications work, including campaigns, events, and other forms of marketing communications work.

These categories provide a comprehensive overview of the different forms of advertising and marketing communications and reward the best work in each area. The awards are designed to recognise the best in creative thinking, strategy, and execution and provide a benchmark for excellence in the South African advertising and marketing communications industry.

B. Eligibility criteria for each category

The Loerie Awards have specific eligibility criteria for each category that entries must meet in order to be considered for an award. The criteria are designed to ensure that entries are of a high quality and reflect the best in creative thinking, strategy, and execution. The following is an overview of the eligibility criteria for each category:

1. **Print Advertising:** To be eligible for the print advertising category, entries must have been published in a print publication, such as a magazine or newspaper, in South Africa during the eligibility period.
2. **Outdoor Advertising:** To be eligible for the outdoor advertising category, entries must have been displayed in a public space in South Africa during the eligibility period.
3. **Radio Advertising:** To be eligible for the radio advertising category, entries must have been broadcast on a radio station in South Africa during the eligibility period.
4. **Television Advertising:** To be eligible for the television advertising category, entries must have been broadcast on a television station in South Africa during the eligibility period.
5. **Digital Advertising:** To be eligible for the digital advertising category, entries must have been displayed online in South Africa during the eligibility period.
6. **Design:** To be eligible for the design category, entries must have been created for a client in South Africa during the eligibility period.
7. **Branding:** To be eligible for the branding category, entries must have been created for a client in South Africa during the eligibility period.
8. **Marketing Communications:** To be eligible for the marketing communications category, entries must have been executed in South Africa during the eligibility period.

In addition to these category-specific eligibility criteria, all entries must also meet the general eligibility criteria set by the Loerie Awards, which include requirements such as entry fees, copyright ownership, and appropriate use of materials.

Overall, the eligibility criteria for each category ensure that the Loerie Awards reward only the best in creative thinking, strategy, and execution in the South African advertising and marketing communications industry.

C. Past winners and notable campaigns

The Loerie Awards have recognised some of the most innovative and effective advertising and marketing communications campaigns in South Africa over the years. Many past winners have set the benchmark for excellence in the industry and have gone on to achieve widespread recognition and success.

Some notable past winners and campaigns include:

1. "The Legacy" by TBWA\Hunt\Lascaris Johannesburg, which won the Grand Prix award in 2016. The campaign was created to commemorate the 20th anniversary of South Africa's first democratic elections and celebrated the country's journey towards a better future.
2. "The Happy Helpers" by Joe Public, which won the Grand Prix award in 2017. The campaign was created for DSTV and aimed to promote its new PVR decoder by highlighting the benefits of being able to record and watch TV at any time.
3. "Making the Invisible Visible" by King James Group, which won the Grand Prix award in 2018. The campaign was created for the Conservation Action Trust and aimed to raise awareness about the plight of the African rhino and the illegal trade in rhino horn.
4. "The Originals" by Ogilvy South Africa, which won the Grand Prix award in 2019. The campaign was created for the South African National Parks and aimed to promote the country's national parks and encourage more people to visit them.

These are just a few examples of the many outstanding campaigns that have been recognised by the Loerie Awards over the years. The awards have played an important role in promoting and celebrating excellence in the South African advertising and marketing communications industry and continue to set the benchmark for creativity, innovation, and effectiveness.

III. The Judging Process

A. Overview of the judging process

The Loerie Awards have a rigorous and transparent judging process to ensure that the best and most deserving campaigns are recognised and rewarded. The following is an overview of the Loerie Awards judging process:

1. Pre-screening: All entries are pre-screened by a team of experts to ensure that they meet the eligibility criteria and are of a high quality. Entries that do not meet the criteria are disqualified and are not considered for awards.
2. Judging panels: The entries that pass the pre-screening are then divided into categories and assigned to judging panels made up of industry experts, creative directors, and marketing communications specialists.
3. Evaluation: The judging panels evaluate the entries based on a set of criteria that includes creativity, originality, strategy, and execution. Each entry is scored and ranked, and the entries with the highest scores are selected as finalists.
4. Final judging: The finalists in each category are then evaluated by a final judging panel, which consists of the best and most experienced industry experts. The final

judging panel determines the winners in each category and selects the Grand Prix winner.

5. **Transparency:** The Loerie Awards take transparency very seriously and all judges sign confidentiality agreements to ensure that the judging process remains unbiased and impartial. The scores and rankings of all entries are kept confidential and are not disclosed to the public.

Overall, the Loerie Awards judging process is designed to be rigorous, transparent, and impartial, ensuring that the best and most deserving campaigns are recognised and rewarded. The awards have a long history of recognising excellence in the South African advertising and marketing communications industry, and the judging process is an important part of maintaining that legacy of excellence.

The role of the judges

Judges play a crucial role in the Loerie Awards, as they are responsible for evaluating the entries and determining which campaigns are the most deserving of recognition and awards. The following is an overview of the role of the judges in the Loerie Awards:

1. **Expertise:** Judges are selected based on their expertise and experience in the advertising and marketing communications industry. They are chosen for their knowledge of the industry, their creativity, and their ability to evaluate campaigns objectively.
2. **Evaluation:** Judges are responsible for evaluating the entries based on a set of criteria that includes creativity, originality, strategy, and execution. They must score each entry and rank it according to its overall quality and impact.
3. **Final decision:** The judges also play a crucial role in the final decision-making process, as they determine the winners in each category and select the Grand Prix winner. They must use their expertise and experience to make informed decisions about which campaigns are the most deserving of recognition and awards.
4. **Impartiality:** The role of the judges is to remain impartial and unbiased throughout the evaluation process. They must evaluate each entry on its own merits, without being influenced by external factors such as personal relationships or commercial interests.
5. **Confidentiality:** Judges must sign confidentiality agreements to ensure that the judging process remains transparent and impartial. They must keep the scores and rankings of all entries confidential and must not disclose them to the public.

Overall, the role of the judges in the Loerie Awards is critical to ensuring that the awards are fair, transparent, and impartial and that the best and most deserving campaigns are recognised and rewarded. The judges play an important role in maintaining the legacy of excellence of the Loerie Awards and are key to the success of the awards.

C. Criteria used to evaluate entries

The Loerie Awards have a comprehensive set of criteria that are used to evaluate entries and determine which campaigns are the most deserving of recognition and awards. The following is an overview of the criteria used to evaluate entries:

1. **Creativity:** Entries are evaluated based on the level of creativity they demonstrate. The judges look for campaigns that are innovative, original, and stand out from the competition.
2. **Originality:** Entries must show that they are unique and innovative, and that they bring something new to the table. The judges are looking for campaigns that push the boundaries of what is possible and that demonstrate a fresh and creative approach.
3. **Strategy:** The judges also evaluate the entries based on their overall strategy. They look for campaigns that are well thought out, that are effective, and that deliver real results.
4. **Execution:** The execution of the campaign is also an important factor in the evaluation process. The judges look for campaigns that are executed flawlessly, with attention to detail and a focus on delivering the best possible outcome.
5. **Impact:** Finally, the judges evaluate the entries based on their impact. They look for campaigns that have had a real impact on their target audience, and that have made a real difference in the world.

These criteria are used to evaluate entries and to determine which campaigns are the most deserving of recognition and awards. The criteria are designed to ensure that the Loerie Awards are fair, transparent, and impartial and that the best and most deserving campaigns are recognised and rewarded.

IV. Preparing an Entry for the Loerie Awards

A. Tips for creating a winning campaign

If you're looking to create a winning campaign for the Loerie Awards, here are some tips that can help you achieve your goals:

1. **Start with a strong strategy:** A well thought-out strategy is essential for creating a successful campaign. Start by identifying your target audience, and then determine the best way to reach and engage them.
2. **Be creative and original:** Creativity and originality are key components of a winning campaign. Try to come up with unique and innovative ideas that set your campaign apart from the competition.

3. Focus on execution: The execution of your campaign is just as important as the idea itself. Make sure that your campaign is executed flawlessly, with attention to detail and a focus on delivering the best possible outcome.
4. Measure your impact: The impact of your campaign is also an important factor in the evaluation process. Make sure that you have a clear understanding of the impact your campaign is having on your target audience, and that you can demonstrate that impact in your entry.
5. Know the criteria: Be familiar with the criteria used to evaluate entries in the Loerie Awards. Make sure that your campaign meets all the criteria, and that you can demonstrate how your campaign meets each of the criteria.
6. Work with experts: If possible, work with experts in the advertising and marketing communications industry. This can help you to ensure that your campaign is on track and that you are maximising your chances of success.
7. Be consistent: Make sure that your campaign is consistent across all channels and platforms. This can help you to maintain your brand image and to ensure that your message is clear and effective.

Overall, the key to creating a winning campaign for the Loerie Awards is to start with a strong strategy, be creative and original, focus on execution, measure your impact, and work with experts. With these tips, you can increase your chances of success and create a campaign that is both impactful and memorable.

B. Importance of research and strategy

Research and strategy are critical components of creating a successful advertising campaign, including campaigns entered in the Loerie Awards. Here is why research and strategy are so important:

1. Understanding your target audience: Research is essential for understanding your target audience and determining the best way to reach and engage them. By conducting research, you can gain valuable insights into the behaviour, preferences, and needs of your target audience, and use this information to create a campaign that resonates with them.
2. Developing an effective strategy: A well-researched strategy is the foundation of a successful campaign. By conducting research, you can determine the most effective way to reach your target audience, and then develop a strategy that leverages this information to achieve your goals.
3. Measuring success: Research and strategy are also essential for measuring the success of your campaign. By conducting research, you can determine the impact your campaign is having on your target audience, and then use this information to make informed decisions about how to improve your campaign in the future.

4. Making data-driven decisions: Research provides valuable data that can be used to make informed decisions about your campaign. By conducting research, you can gather data on various aspects of your campaign, including audience engagement, brand perception, and campaign performance, and use this data to make informed decisions about how to improve your campaign.
5. Staying ahead of the competition: By conducting research and developing a solid strategy, you can stay ahead of the competition and create a campaign that is both effective and memorable.

Overall, research and strategy are critical components of creating a successful advertising campaign. By conducting research and developing a well-researched strategy, you can ensure that your campaign is effective, impactful, and memorable, and that it meets all of the criteria for the Loerie Awards.

C. Creative considerations and execution

Creative considerations and execution are crucial components of a winning advertising campaign, including campaigns entered in the Loerie Awards. Here's what you should keep in mind when it comes to creative considerations and execution:

1. Creative concept: Start by developing a strong creative concept that sets your campaign apart from the competition. Your creative concept should be innovative, impactful, and memorable, and it should effectively communicate your message to your target audience.
2. Brand consistency: Make sure that your campaign is consistent with your brand image and messaging. Your campaign should reinforce your brand values, and it should communicate your brand message in a clear and effective way.
3. Attention to detail: Pay close attention to the details of your campaign. Make sure that your campaign is executed flawlessly, with a focus on delivering the best possible outcome.
4. Innovation: Try to push the boundaries and be creative in your execution. Look for innovative ways to reach and engage your target audience, and use technology and other tools to create a truly impactful and memorable campaign.
5. Quality: The quality of your execution is also an important factor in the evaluation process. Make sure that your campaign is executed to the highest standards, with a focus on delivering the best possible outcome.
6. Impact: The impact of your campaign is also an important factor in the evaluation process. Make sure that you have a clear understanding of the impact your campaign is having on your target audience, and that you can demonstrate that impact in your entry.

7. **Storytelling:** Good storytelling is an important component of a successful advertising campaign. Make sure that your campaign tells a compelling story that connects with your target audience, and that it effectively communicates your message.

Overall, creative considerations and execution are critical components of a winning advertising campaign. By focusing on these areas, you can increase your chances of success and create a campaign that is both impactful and memorable.

V. Celebrating the Winners

A. The awards ceremony and gala event

The awards ceremony and gala event is the highlight of the Loerie Awards, a prestigious awards program that recognises the best in South African advertising. Here's what you can expect from the awards ceremony and gala event:

1. **Red carpet event:** The awards ceremony and gala event typically begins with a red carpet event, where guests arrive and are greeted by the media and photographers.
2. **Ceremony:** The ceremony itself is a celebration of the best in South African advertising. The awards are presented to the winners, and the audience has the opportunity to see the winning campaigns and hear from the creative teams behind them.
3. **Entertainment:** The awards ceremony and gala event is a festive occasion, and there is usually a variety of entertainment, including music, comedy, and other performances.
4. **Networking opportunities:** The awards ceremony and gala event is an excellent opportunity to network with other advertising professionals and to make new connections.
5. **Gala dinner:** The awards ceremony is often followed by a gala dinner, where guests can enjoy a meal and continue the celebration into the night.
6. **After-party:** The celebration continues into the night with an after-party, where guests can dance, drink, and enjoy the company of their peers.

Overall, the awards ceremony and gala event is a celebration of the best in South African advertising, and it is an excellent opportunity to network with other advertising professionals and to celebrate the achievements of the industry. Whether you are a winner or simply an attendee, the awards ceremony and gala event is a night to remember.

B. Recognition of the winners

The recognition of winners at the Loerie Awards is a crucial part of the awards ceremony and gala event. Winners receive recognition for their outstanding achievements in South African advertising, and their hard work and creativity are celebrated by the industry. Here's what you can expect from the recognition of winners at the Loerie Awards:

1. **Awards presentation:** During the awards ceremony, the winners in each category are announced and presented with their awards. This is a highlight of the event, and the winners are recognised for their achievements in front of their peers and the industry.
2. **Certificates:** Winners typically receive a certificate that recognises their achievement and serves as a record of their win. These certificates are often displayed proudly in offices and other public spaces, serving as a reminder of the winners' achievements.
3. **Media recognition:** Winners at the Loerie Awards often receive media recognition for their achievements, including coverage in advertising trade publications and online media.
4. **Career advancement:** Winning a Loerie Award can be a significant career milestone, and it can open up new opportunities and help winners to advance in their careers.
5. **Boost to reputation:** Winning a Loerie Award is a testament to the winner's skills and creativity, and it can help to boost the winner's reputation and credibility within the industry.

Overall, the recognition of winners at the Loerie Awards is an important part of the event, and it is a way for the industry to celebrate the achievements of its top talent. Whether you are a winner or simply an attendee, the recognition of winners is a highlight of the event and a celebration of the best in South African advertising.

C. The impact of winning a Loerie Award

Winning a Loerie Award can have a significant impact on a person's career and reputation within the advertising industry. Here are a few ways in which winning a Loerie Award can have an impact:

1. **Increased visibility:** Winning a Loerie Award can bring increased visibility to a person or an advertising campaign, helping to build the winner's reputation and credibility within the industry.
2. **Career advancement:** Winning a Loerie Award can open up new opportunities and help a person to advance in their career. It can also provide a competitive edge in job interviews and negotiations.
3. **Boost to reputation:** Winning a Loerie Award is a testament to a person's skills and creativity, and it can help to boost their reputation and credibility within the industry.

4. Increased exposure: Winners at the Loerie Awards often receive media recognition for their achievements, including coverage in advertising trade publications and online media. This increased exposure can help to promote the winners and their work to a wider audience.
5. Inspiration for others: Winning a Loerie Award can serve as inspiration for others in the advertising industry, demonstrating that hard work and creativity can be recognised and rewarded.
6. Increased revenue: Winning a Loerie Award can lead to increased revenue for a person or a company, as clients and customers are drawn to the winner's reputation and credibility.

Overall, winning a Loerie Award can have a significant impact on a person's career and reputation within the advertising industry, and it can provide a host of benefits and opportunities. Whether you are a winner or simply an attendee, the Loerie Awards is an important event that recognises and celebrates the best in South African advertising.

VI. Conclusion

A. The continued importance of the Loerie Awards

The Loerie Awards have been a prominent event in the South African advertising industry for several decades, and they continue to be an important event today. Here are a few reasons why the Loerie Awards remain important:

1. Recognition of talent: The Loerie Awards provide a platform for the industry to recognize and celebrate the talents of its top creatives and marketers. This recognition can be a powerful motivator for individuals and companies to continue to innovate and push the boundaries of the industry.
2. Setting industry standards: The Loerie Awards set the standard for creative excellence in South African advertising, providing a benchmark for the industry and inspiring others to aim for the same level of achievement.
3. Networking opportunities: The Loerie Awards provide a unique opportunity for professionals in the advertising industry to network and connect with each other. This can lead to new partnerships and collaborations that can help to advance the industry as a whole.
4. Education and inspiration: The Loerie Awards can be a source of education and inspiration for those in the advertising industry, as they showcase the best campaigns and strategies from across the country.
5. Boost to the economy: The Loerie Awards can provide a boost to the South African economy by promoting the country's advertising industry and drawing attention to its top talent.

Overall, the Loerie Awards remain an important event in the South African advertising industry, and they play a key role in recognising and celebrating the best and brightest in the industry. Whether you are a seasoned professional or just starting out in the industry, the Loerie Awards are an event that you don't want to miss.

B. Future trends in advertising and the impact on the awards

Advertising is an ever-evolving field, and new trends and technologies are constantly emerging that impact the way that campaigns are created and executed. Here are a few future trends in advertising and their potential impact on the Loerie Awards:

1. **Digital transformation:** The rise of digital technologies and the increasing use of digital platforms for advertising will likely have a major impact on the industry, and on the Loerie Awards. Campaigns that effectively utilise digital technologies and platforms are likely to receive recognition at the awards.
2. **Data-driven advertising:** The use of data analytics to drive advertising strategies and decisions will continue to grow in importance, and campaigns that effectively utilise data to inform their strategies are likely to be recognised at the Loerie Awards.
3. **Personalisation:** As consumers increasingly demand personalised experiences, advertising campaigns that are tailored to specific audiences and deliver personalised content will be increasingly valued. Campaigns that effectively utilise personalisation are likely to be recognised at the Loerie Awards.
4. **Authenticity:** Consumers are looking for more authentic and relatable advertising experiences, and campaigns that authentically reflect the experiences of their target audience are likely to be well-received and recognised at the Loerie Awards.
5. **Sustainability and social impact:** As consumers become more conscious of the impact of their consumption on the environment and society, campaigns that address sustainability and social issues are likely to be increasingly valued, and those that effectively communicate these issues are likely to be recognised at the Loerie Awards.

Overall, the future trends in advertising will continue to shape the industry, and the Loerie Awards will continue to recognise and celebrate the best and most innovative campaigns. Whether you are a seasoned professional or just starting out in the industry, it is important to stay up-to-date on the latest trends and technologies to ensure that your campaigns are at the forefront of the industry.

C. Final thoughts and encouragement to enter.

The Loerie Awards are a highly respected and coveted accolade in the advertising industry, and winning one can have a significant impact on the success of your campaign and your career. For those who are considering entering, here are a few final thoughts and encouragement to take the leap:

1. **The recognition and exposure:** Winning a Loerie Award can bring significant recognition and exposure to your campaign and your company, helping to build your reputation and profile within the industry.
2. **Networking opportunities:** The awards ceremony and gala event provide an opportunity to network with industry leaders, peers, and potential clients, opening up new opportunities for collaboration and growth.
3. **Learning and improvement:** The judging process provides valuable feedback on your campaign, helping you to identify areas for improvement and to hone your skills and expertise.
4. **Inspiration and motivation:** The Loerie Awards showcase some of the best and most innovative campaigns in the industry, providing inspiration and motivation to push the boundaries of your own work and to strive for excellence.
5. **Legacy and impact:** Winning a Loerie Award is a testament to the impact and influence of your work, and will have a lasting impact on your career and your legacy in the industry.

Overall, the Loerie Awards are a unique and valuable opportunity to recognise and celebrate your achievements in advertising, and to connect with others in the industry. So why not take the leap and enter your campaign today? You never know what impact it could have!