

# Loeries and TikTok partner to support creative excellence

TikTok has come on board as the [Loeries 2021](#) Media Innovation category partner.



“The Media Innovation category focuses on the ideas that truly push our creativity forward,” says Loeries CEO, Preetesh Sewraj. “It’s about innovation on any media platform and it is designed to recognise the brands and agencies who exhibit truly brave thinking in their use of media.”

The Media Innovation category partnership is just the first step. The TikTok and Loeries relationship is set to flourish in 2022, with bi-monthly TikTok awards and a TikTok sub-category that aims to develop, grow and reward brands and agencies, from across the region, with the most innovative TikTok content.

TikTok’s mission to inspire creativity is strongly aligned to the Loeries mission to grow creative excellence in the region. TikTok provides a strong platform for creativity and its base of more than a billion users around the world, as of 27 September 2021, is a strong testament to the innovative nature of the platform.



## The Loeries Creative Week line-up

22 Sep 2021



“TikTok is thrilled to be part of such a renowned industry event in South Africa. As a platform that aims to inspire creativity amongst brands, businesses and individuals, we look forward to celebrating the immense talent coming to light during the Loeries Creative Week. Since launching in Africa, TikTok has become a home to a new generation of storytellers that are defining culture in South Africa. We’ve witnessed the positive impact that creativity and storytelling from brands brings to the TikTok community, as well as the experience of our platform, and we can’t wait to showcase more innovative campaigns with our partners,” says Scott Thwaites, Head of Emerging Markets for Global Business Solutions at TikTok.

The winners of Loeries 2021 will be announced during Loeries Creative Week taking place from 20-23rd October 2021.

**For more:**

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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