

Grid to design Loeries

2006 Loeries Grand Prix winner Grid is the official design agency for The Loerie Awards 2007, it was announced today, Tuesday, 6 March 2007. The scope of work includes design for the call to entry, a targeted campaign around judging week and close of entries, as well as a tactical campaign around the awards weekend.

Says Nathan Reddy, CEO and founder of Grid, "The Loerie Awards are very important to the brand communication industry in South Africa and the African region. Outstanding creative talent needs to be rewarded and recognised and we are pleased to be part of the process of building on the already existing Loeries brand and being part of the team to take the brand to its next level."

Its strategy is to build on the existing Loeries Awards brand and ensure a true understanding of what the brand stands for and to warrant acknowledgment of the integrity and importance of these awards within the communication and brand industries.

Grid is also behind the design of *The Loeries Awards 2006 Annual*, the annual showcasing last year's award-winning work which is a benchmark for creative excellence in advertising, communication and design.

Entries for this year's Loerie Awards, which will take place on 28 and 29 July in Margate, open on 15 March in South Africa, Africa and Middle East region. The awards endeavour to reward creativity cross various disciplines from brand architecture to eventing and interactive campaigns. SABC, Media24 and the Zulu Kingdom are all major sponsors of this year's awards.

For more information, go to www.theloerieawards.co.za.