

A showcase of talent at the Loeries as Young Creatives Award winners are announced

Issued by [Loeries](#)

22 Aug 2016

The Adams & Adams Young Creatives Award, for the exceptional achievement of individuals aged 27 or younger, has been awarded to Katie Mylrea, art director at Ogilvy & Mather Cape Town and Amori Brits, head of design at Shift Joe Public.



Adams & Adams Young Creatives: Amori Brits and Katie Mylrea

Each of the young creatives received a Gold Loerie and R60,000, sponsored by Adams & Adams Attorneys, at the final awards ceremony of the Loeries® on Sunday, August 21, at the Durban International Convention Centre. This year, thanks to South African Airways, each Young Creative also receives a trip to New York City.

“It is wonderful to see such recognition being given to young creatives. And we congratulate Katie and Amori on winning their awards. Art Direction and Design are skills that are informed by a razor sharp mind, and a lot of lateral thinking,” says Mariëtte du Plessis, senior partner at leading intellectual

property law firm, Adams & Adams. “As a nurturer and protector of the intellectual property of local creative works for over 100 years, the firm is a perfect fit with the world of the creative. Apart from celebrating their work, it imperative that young creatives are also empowered by providing them with the necessary tools to prevent the devaluation of, and under-appreciation of, the commercial and intellectual value of their work. That is why Adams & Adams, legal advisers to the Loeries, is totally committed to protecting and growing local creative talent, and to educating those in the industry on their intellectual property rights.”

Katie Mylrea joined Ogilvy & Mather in 2011 after graduating from Cape Town’s Vega Brand Communications School and has worked on a number of Volkswagen campaigns as well as District Six’s Travelling Suitcases. She has won numerous awards including Cannes, D&AD, One Show, Eagle and Loeries® as well as being awarded the prestigious Lürzer’s Archive Print Ad of the Year in 2014.

Says Tseliso Rangaka, Chief Creative Officer, Ogilvy & Mather South Africa: “I came across Kate Mylrea’s work while judging the Young Creatives awards some time back and was completely blown away by the calibre of ideas as well as the meticulous craft that went into each element. A few years later I got to work with her when I joined Ogilvy Cape Town and experiencing her boundless dedication and passion for great ideas first hand has confirmed just how talented she is.”

Amori Brits worked as an art director at Geometry Global where her clients included South African Airways, Miller, Castle, Sun International, Carousel and Unilever before joining Shift Joe Public in 2012 becoming head of design this year. She has worked on campaigns for Clover, Cobra, Visa, Brandhouse, Online.nl, One School at a Time, Paragon Interiors, SuperDirect.com, National Planning Commission, Anglo American, SAB Miller, Crawford Schools and Jet and been honoured with a number of Loeries®.

Simone Rossum, creative director at Shift Joe Public, says: “In the four years that Amori has been part of Shift Joe Public, she has been integral to several awarded brand communication campaigns – including the awarded OSAAT Fonts for the Future and the Antalis Start Your Day with Paper campaigns. Her drive, passion and commitment to creative excellence have been a great source of inspiration and have made her an invaluable asset to the Shift Joe Public team.”

“Nurturing new talent lies at the heart of the Loeries® and is something I am passionate about. Developing and supporting these young creatives ensures an exciting, inspired future for an industry that’s reliant on fresh, creative ideas and the Adams & Adams Young Creatives Award is key in achieving this,” says Loeries® CEO Andrew Human.

The annual Loeries® Creative Week took place in Durban from August 15 until August 21. First staged in 1978 to support South Africa's television advertising industry, the Loeries® have since expanded to encompass all areas of brand communication throughout Africa and the Middle East.

All the 2016 Loeries® winners will be listed on the Loeries® website (www.loeries.com) from Monday, 22 August.

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