

Of sightings and flightings at Loeries 2018

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Having just landed from bringing our readers the finest edit of South African-specific and breaking news, exclusive interviews and overviews from the recent Cannes Lions Festival, we're prepped and ready to do it all over again.



Yes, the most illustrious event in the African advertising calendar - Loeries Creative Week is once again taking place in Durban, South African from 16-19 August 2018.

The jury is out on whether Loeries may be easier to spot this year. The well-loved symbol has been freed from its former leafy habitat to take flight into new territories of Africa and the Middle East.

Catch Marketing and Media editor-in-chief Leigh Andrews' exclusive with Nathan Reddy about how agency Grid netted the prestigious [Loeries' 40-year logo and branding refresh](#). Andrews has also already had two rare sightings of Loeries CEO Andrew Human this year, via his [40 years of Loeries](#) and why ["it's time to celebrate cultural nuances in creativity"](#) reflections; Marketing and Media editor Jessica Tennant covered a wonderful [two-part overview](#) from the recent Creativity Series where the amazing Loeries 'chair aunty' Suhana Gordhan shared her career trajectory.



#Loeries2018: Andrew Human reflects on 40 years of Loeries

Leigh Andrews 9 Feb 2018



Talking about scoops, Andrews' interviews with three of this year's four international jury presidents – [Fabian Frese](#), [Nicolas Courant](#) and [Sebastian Padilla](#) on what they're most looking out for in our neck of the woods, are not to be missed.

We're also so proud to announce that Biz now has our very own 'chair aunty' of a sort. Andrews has been invited to chair the panel discussion on female representation in the media, who controls the narrative – as part of the [Women in Marketing's Africa launch](#), which will take place as part of the annual 'MasterClass' sessions at this year's Loeries. More masterclass insights will be on offer from Tennant who is interviewing some of this year's speakers and the industry's most-awarded admen and women on their favourite work and 2018 predictions!

And that's all before Creative Week even begins!

To pair up with us and get to own our [Loeries Creative Week](#) homepage headlines and special section as well as lots of other exposure opportunities, contact sales@bizcommunity.com, +27 21 404 1460 or 0860 812 000 today and book your place in the Loeries pecking order.

You'll also get to see your brand on front page news, winner tables, live social media coverage from the Friday and Saturday night award shows, masterclass and seminar session coverage and as much of the networking fun as possible daily from Loeries Creative Week, all bundled in a special newsletter in your inbox the morning after, as well as our own patented post-[Loeries Rankings](#) interviews with the most-awarded brands.

[Say yes](#) to Loeries 2018's unbeatable brand association!

We look forward to bring you the best in creative excellence from Loeries 2018. Bizcommunity partnering with the Loeries since 2002.

For more:

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

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