

## ***The Case for Creativity* author joins Loeries Seminar**

James Hurman, author of *The Case for Creativity* and newly appointed MD of Y&R New Zealand will take part in a panel discussion via Google Hangout during the Loeries International Seminar of Creativity at Cape Town's City Hall on Friday 21 September 2012.



His recent book, *The Case for Creativity*, proves the link between creativity and effectiveness using research conducted over many years, and is said to be a must-read for everyone in the brand communication industry.

Case studies in the book prove that advertising which wins creative awards tends to be more effective than advertising in general; and that as advertising gets more creative, it gets more effective. The book highlights how consumers think better of companies and the products they produce, when those companies use advertising that is more creative. Jonathan Mildenhall, VP of global advertising strategy and creative excellence at The Coca Cola Company described the book, as "beautiful words of wisdom."

### **Other speakers**

Other confirmed speakers, include the Loeries four international jury chairmen; Tony Granger (Y&R, New York), David Nobay (Droga5, Sydney), Chris Lee (Asylum, Singapore), Alex Schill (Serviceplan Group, Hamburg) and John Hunt (TBWA\Worldwide); plus Ceceila Wogan-Silva (Google US).

The seminar begins at 8.30am sharp and ends at 4.30pm. Standard tickets are R500 and student tickets are R150.

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