

# The Loeries: Be the most famous you

This year's Loeries campaign has been produced by TBWA\Hunt\Lascaris Johannesburg and its digital counterpart, Tequila\Johannesburg.



The payoff line, "Be the Most Famous You," encourages individuals in the creative communications industry to be their own top search result by doing great work - work that stands out above the rest. A message that ties in neatly with the Loeries call for entry, which closes on 31 May.

All of us have done it - out of vanity or just plain intrigue - to know who is topping us on Google. The truth being that we all want that number one spot, to be immortalised in this public space for all to see and giving us the chance to be known for our revolutionary ideas and achievements.

Justin Wright, creative director at TBWA\Hunt\Lascaris says, "The top Google search result of my name is a deceased story board artist from the United States. Like John Davenport, we're both being topped by dead guys!" TBWA's executive creative dDirector, Matthew Brink, was left speechless on discovering that the number one search of his name is in fact a dentist. His partner in crime however, Adam Livesey, is the most famous Adam Livesey.



This digitally led campaign uses intelligent e-marketing, supported by Rocketseed email specialists, to pull 200 preselected top industry names into their individual email banners and link them to a Google search result. Such names include Nando's marketing guru, Robbie Brozin; award-winning architect Mokena Makeka; TBWA's John Hunt; Ogilvy's Neo Mashigo; HelloComputer's Mark Tomlinson; PR genius Ingrid Lotz, as well as media representatives, Louise Marsland, Andy Rice, Brendan Seery, Jeremy Maggs and Ashraf Garda, to name a few.



They will each find a 'Be the Most Famous You' ad as the top the search result - courtesy of The Rebellion, who specialise in pay-per-click advertising. The ads contain humorous messages that aim to inspire not just these individuals but the industry as a whole. Go on, Google these industry icons and see the results. Or join the fun by Googling your own name via the online banner that is integrated into the Loeries home page and see where you feature in the search results - are you the most famous you?

Other campaign executions include a direct mailer, posters and print ads, with online videos and street-pole ads to follow shortly. Specialist print executions have been produced by Ultra Litho and Antalis South Africa.

Wright adds, ""The 2013 Loeries campaign is a great example of how Art, Copy and Code can collaborate to deliver a compelling story, based on a human insight that makes us feel as if we are being spoken to individually. It is not digital. It is not traditional. It just is. This campaign gives us the opportunity to express how the world of creativity is evolving."

Entries for the 2013 Loeries are open. Enter before 15 April and receive a 10% discount - all packages must arrive at the Loeries office to qualify. Deadline for entries is 31 May. Winners will be announced at the awards during Loeries Creative Week Cape Town 16-22 September.



## Major sponsors

The major sponsors of the 2013 Loeries are The City of Cape Town, Western Cape Government, Gearhouse South Africa



## Additional sponsors and official suppliers

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## Important Loerie dates to diarise in 2013:

### *Loeries Exhibition venues*

CityVarsity, Cape Town 2-5 April  
 Vega, Johannesburg 15-19 April  
 OpenWindow School of Visual Communication, PTA 13-18 May  
 Stellenbosch Academy of Design & Photography 28-31 May  
 Markex, Sandton 11-13 June  
 Cinema Nouveau, Rosebank 15-19 July  
 Nelson Mandela Metropolitan University, PE 5-14 August  
 Tshwane University of Technology, Pretoria 26-30 August  
 Cinema Nouveau, V&A Waterfront 16-21 September  
 Oliewenhuis Museum, Bloemfontein 7-11 October

### *Important Loerie dates to diarise:*

Migrate magazine - issue 16  
 Available at Exclusive Books & CNA stores

Call for Entries 2013: Now open!  
 Early bird deadline: 15 April (save 10%)  
 Entry Deadline: 31 May

Migrate magazine - issue 17 May 2013

Creative Week Cape Town 16 - 22 September 2013:  
 Judging Week at City Hall: 16 - 19 September  
 Loeries Seminar at City Hall: 20 September  
 The 35th Annual Loerie Awards at the CTICC: 21 & 22 September

Migrate magazine - issue 18 November 2013

For more	Creative Week	Pendoring	Loeries
Bizcommunity Special Section	<a href="#">Creative Week Cape Town</a>		
Bizcommunity Press Office		<a href="#">Pendoring</a>	
Bizcommunity Search	<a href="#">"Creative Week Cape Town"</a>	<a href="#">Pendoring</a>	<a href="#">Loeries</a>
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Official Websites	<a href="#">www.creativeweekct.co.za</a>	<a href="#">www.pendoring.co.za</a>	<a href="#">www.theloerieawards.co.za</a>
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Twitter	<a href="#">@CreativeCT</a>	<a href="#">@Pendoring_</a>	<a href="#">@Loeries</a>
Twitter Search	<a href="#">"Creative Week Cape Town" OR CreativeCT OR "Creative Week CT"</a>	<a href="#">Pendoring OR Pendoring_</a>	<a href="#">Loerie OR "Loerie Awards" OR Loeries</a>
YouTube Channels	<a href="#">Creative Cape Town</a>		<a href="#">Loeries</a>

YouTube Search	<a href="#">"Creative Week Cape Town" OR "Creative Cape Town" OR "Creative Week CT"</a>	<a href="#">Pendoring</a>	<a href="#">Loerie OR "Loerie Awards"</a>
Pinterest Search	<a href="#">Creative Week Cape Town</a>	<a href="#">Pendoring</a>	<a href="#">Loerie Awards</a>
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Google+ Search	<a href="#">"Creative Week Cape Town"</a>	<a href="#">Pendoring</a>	<a href="#">Loerie OR Loerie Awards</a>
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