

# Sanlam and Loeries partner to foster creative and financial excellence

Issued by [Loeries](#)

4 Nov 2020

Pan-African financial services group Sanlam has affirmed its commitment to South Africa's creative industry through a partnership with the Loeries, Africa and the Middle East's biggest creative festival. Sanlam will offer financial insights and tools to creatives who work in this fast-paced industry that sees many talented individuals struggling to find time to focus on financial planning.

The theme of the 2020 Loeries Creative Week is [#CreateChange](#).



Sydney Mbhele, Chief Executive: Brand at Sanlam, says the creative industry has the power to catalyse meaningful change in the South African economy. "In light of the turbulent economic environment, and the devastating effects of Covid-19, we believe there is value in using the power of creativity to make a difference in people's lives."

He says the so-called '[orange economy](#)' plays a vital role in stimulating an economy.

*“ Creativity breeds new ideas and new products that directly translate into value, both financial and societal. The impact is pervasive. ”*

Mbhele says financial excellence and creative excellence have many parallels. "Both require good planning and strong partnerships. Behind every piece of award-winning work, there is some extremely smart planning. Unfortunately, it is not always true that the same level of planning is applied to finances – and that is where we come in! We are looking forward to helping some of South Africa's brightest creative minds plan for their financial futures."

Sanlam will offer financial insights and upskilling to creatives through a series of webinars, newsletters, a dedicated page on the Loeries website and a strong presence during the Loeries Creative Week broadcast.

Loeries CEO Preetesh Sewraj welcomes partnership with one of the largest financial services groups in Africa. “Our partnership with Sanlam is an opportunity to continue our trend of innovation at the Loeries. This will be the most expansive programme ever initiated by the Loeries and a financial services provider to bring valuable financial insights to the industry. Sanlam is also a highly ranked brand in the Loeries Official Rankings 2019 proving that creative excellence really does lead to business results.”

Sewraj reminds us that, as a not-for-profit company, the Loeries has rewarded creativity for over 40 years and its focus is on fostering creative excellence in the advertising and brand communication industry across Africa and the Middle East. There is a good reason why winning a Loerie is the highest accolade for creativity and innovation across the region.

Culminating in the biggest creative gathering in the region, Loeries Creative Week gathers the best, most innovative minds for a festival that offers networking, creative inspiration and the recognition of great work. This year, to accommodate the impact of Covid-19, entries were free and yielded a record number of submissions.

#### **About Loeries Africa Middle East**

The Loeries, a non-profit company, is Africa and the Middle East’s premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering across the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

The Loeries is the only award across Africa and the Middle East that informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the prestigious Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

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