

Loeries Africa Middle East partners with AB InBev Africa on creative networking function in Nigeria

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The Loeries, in partnership with AB InBev Africa, will host a networking function for creatives in Lagos on Thursday, 8 March 2018. Loeries CEO, Andrew Human will be engaging with leaders of the advertising industry on why and how to enter the awards which take place annually in Durban, South Africa.



Attendees will be presented with examples of winning entries from Loeries 2017, to better understand how to prepare entries and learn what the judges will be looking for, in winning submissions for Loeries 2018.

Human says, "We've enjoyed a successful partnership with AB InBev for a number of years and are delighted to extend the partnership into Nigeria for this event, especially in a milestone year where we celebrate rewarding creativity for 40 years."

Nigeria's 7even Interactive Limited won a Loerie award in 2017 and is currently ranked joint 18th in the agencies outside of South Africa category in the Loeries Official Rankings.

Continues Human, "We're looking forward to seeing even more inspirational and award-winning work come out of Nigeria in 2018 and we're confident an engagement of this nature will bring the iconic Loeries statue back to the region."

Arné Rust, Marketing Director for AB InBev West Africa says, "AB InBev Africa and International Breweries Nigeria are proud to partner with the Loeries to showcase African Creative excellence. We are passionate about building brands, making connections and bringing people together for a better world".

The Loeries entry deadline is 15 May and the early bird deadline, which offers a 10% discount off completed and paid for entries, is 16 April.

Loeries Creative Week takes place in Durban, South Africa from 13 to 19 August 2018.

More information can be found on loeries.com.

About Loeries Africa Middle East

The Loeries has been rewarding creativity for 40 years. As Africa and the Middle East's premiere award that recognises, rewards, inspires and fosters creative excellence in the advertising and brand communication industry, winning a Loerie is 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 fresh thinking, innovative ideas and outstanding execution.

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

The creative economy across Africa and the Middle East is world-class and has great potential to offer employment to our talented youth, and the Loeries places a significant emphasis on education and development.

Major Partners of the Loeries 2018

Category Partners

AB InBev, Accenture, Brand SA, Facebook, Gagasi FM, Google, JCDecaux, SANBS, Unilever South Africa, Woolworths

Additional Partners and Official Suppliers

AAA School of Advertising, Antalis South Africa, Aon South Africa, Association of Practitioners in Advertising Kenya, Backsberg, BEE Online, Chivas, First Source, Fresh RSVP Guest Logistics, Funk Productions, Gallo Images, Grid Worldwide, Hetzner, Multiprint Litho, Lingo Communications, Newsclip, Paygate, Rocketseed, Scan Display, Shift Social Development, South African Airways, Tsogo Sun, Vega School, VQI Communications Nigeria.

Official Media Partners

Between 10and5, Bizcommunity.com, Book of Swag, Campaign Middle East, Design Times, Film & Event Media, Iddidht.com, Goliath and Goliath, Leading Architecture and Design, Marketing Edge Nigeria, Marketing Africa Kenya, Media Update, The Redzone.

About AB InBev

We are ABInbev. We are committed to driving growth and improving the lives of more people in more places. Through brands and experiences that bring people together. Through our dedication to brewing the best beer with the finest, natural ingredients. And through our commitment to helping farmers, retailers, entrepreneurs and communities grow.

We are Brewers: Our brewing heritage dates back more than 600 years, spanning continents and generations. From the Den Hoorn brewery in Leuven (Belgium), to the iconic Anheuser-Busch in St. Louis (US), from Castle in Johannesburg (South Africa), to Bohemia in Petropolis (Brazil), our geographical footprint connects people and brings them together.

We are Brand Builders: We are committed to building great brands that stand the test of time. We are proud to have a diverse portfolio of global, multi-country and local beer brands. These brands are the foundation of the business and the cornerstone of our relationships with consumers.

We are Value Creators: We are always looking for new opportunities and ways to improve. We are committed to growing our business, building our brands, increasing shareholder value and helping our communities to thrive. Delivering consistent, superior top-line growth is our top priority. Strict financial discipline keeps us on course and our company culture drives us forward.

We strive for a better world: We strive to make the world a better place by combining our scale, resources and energy with the needs of our communities.