

The six secrets of innovation revealed at the Loeries DStv Seminar of Creativity

Issued by [Loeries](#)

19 Jul 2019

Brand communication is a combination of art and science that demands constant innovation. "Creativity is now more in demand than ever before," says Loeries CEO Andrew Human, "And while brands and companies recognize innovative creativity as the key to greater brand success in the future, many remain unsure of the best way forward."



The DStv Seminar of Creativity, which takes place on Friday, 23 August, as part of Loeries Creative Week in Durban, is a once-off opportunity to hear from global creative leaders, the secrets of innovation and future-focused strategies for business transformation. "Loeries Creative Week is far more than acknowledging industry successes," says Human. "A key part of the week is the gathering of industry leaders to unlock the critical mix of art and science of successful brands."

Forward thinking is key for any business, as is communicating with customers in a way that draws them in and makes them engage with your brand. But what are the secrets of balancing creativity and operations? How do we develop a workplace culture that will enable us to successfully compete with much larger global players? And how do we validate what we are communicating through unique creative experiences, giving people a story to tell, rather than just telling people a story?

Africa and the Middle East is a hotbed of diversity. International experience indicates that homogenous teams produce homogenous outcomes, while diverse teams, built on different perspectives and experiences, innovate faster and more meaningfully. Instead of fearing diversity and trying to equalise all our cultures, how do we harness the power of diversity?

Creative and innovative brands are not lucky – it takes work and a successful formula. There are practical and structured tools of creativity that can be applied to make businesses more creative, more effective and, perhaps most importantly, improve the bottomline.

These ideas are at the heart of the DStv Seminar of Creativity. Speakers include **Nedal Ahmed**, Senior Copywriter at 72andSunny, Amsterdam; **Ravid Kuperberg**, a partner at Mindscapes International; **Tara Mckenty**, Creative Director at Google APAC, Sydney, **Ralf Heuel**, CCO and Partner, Grabarz & Partner, Hamburg; **Katja Thielen**, Co-Founder, Together Design, London and **Manuel Bordé**, Executive Creative Director, TBWA\RAAD Dubai.

Loeries Creative Week takes place from 22 to 25 August in Durban. Go to loeries.com for more info.

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 in Africa and the Middle East, Loeries Creative Week Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

Our region's creative economy is world-class and has great potential to grow and to offer employment both to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries is to increase the standard of brand communication in the region.

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