

# New outdoor category for 2011 Loeries, winner goes to Cannes

From 2011, [ADreach](#) will be sponsoring a new category at the Loerie Awards: the Street Pole Ad category. The winner of the gold Loerie in this category will have his or her campaign entered into the outdoor advertising category at the [Cannes Lions International Advertising Festival](#) and an all-expenses trip for two to attend the event in Cannes.

This year was the first year the company sponsored the Integrated Campaign Category at the 2010 [Loerie Awards](#) in Cape Town.

The company sees this new category as the ideal way to drive creativity in South Africa's outdoor media industry and believes it will promote and reward excellence in outdoor creative execution; specifically acknowledging the appropriate application of creative to street pole ads as a unique and highly effective outdoor media product.

The repetitive nature of street pole ads (being able to spread a message over three consecutive advertising boards) lends itself to creative expression and flexibility.

When the call to enter the Loerie Awards is announced early next year, creatives are reminded to bear this new opportunity in mind and submit all street pole advertising. In addition to the newly formed category, the company will again sponsor the Integrated Campaign Category.

For more, visit: <https://www.bizcommunity.com>