

# Loeries helps to relaunch Kenyan creative awards

Kenya's Association of Practitioners in Advertising (APA) has partnered with the Loeries to relaunch the APA Awards after 12 years.



APA Award

The Loeries, a non-profit company launched in 1978, is the largest creative showcase across Africa and the Middle East, and promotes the value that creativity adds.

“The Loeries is the *de facto* standard for the brand communications industry in our region,” says Loeries CEO Andrew Human. “Not only are our systems and judging procedures independently audited, but we have developed a bespoke administration platform that is used by the Bookmark Awards, Creative Circle, Pendering Awards – and now the APA Awards.”

Explains Lenny Ng'ang'a, APA chairman: “The APA Awards have been on hiatus for the last 12 years and this year is the grand comeback. The advertising industry in Kenya is gearing to celebrate creative ingenuity and excellence. Our partnership with the Loeries is integral as it's aligned to our mission to maintain best practices and achieve global standards for the industry.”

## Regional standards

“It’s a great honour for us to partner with the APA and it’s a positive step to see an integration of standards across our region. This partnership will raise the profile of creativity in Kenya and I look forward to seeing the first APA Award winners after 12 years!” says Human.

The APA Awards follow the Loeries category structures, entry rules and regulations, and judging procedures. All judging will be overseen by the Loeries to ensure an independent process and judges have been selected from across Kenya.

Alistair King, the top ranked creative from the Loeries Official Rankings, has been selected as the Jury President. King is the co-founder and chief creative officer of the King James Group.

Judging takes place 9-10 November at Fairmont The Norfolk Hotel in Nairobi and the awards ceremony will be held on Friday 11 November at the Kenyan National Theatre. The awards received over 400 entries across categories that include television, video, radio, print, design, outdoor and out of home, integrated campaigns, digital and interactive, experiential media, media innovation, sustainable marketing, and the young creatives award.

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