Loeries come to roost at Boomtown

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Flying direct from Cape Town, two bronze Loeries will soon be roosting at Boomtown as it scooped two prestigious birds at the 34th Annual Loerie Awards for its work with Africa Health Placements and Art for Change.

From L to R: Andrew MacKenzie, Tim Jones, Jedd McNeilage and Gary Welsh

Boomtown's logo design for Art for Change was the only Loerie awarded in the logo category this year. Andrew MacKenzie, Boomtown's creative director said: "We feel extremely privileged to have been recognised. Art for Change is a great initiative and cause that curates work from anonymous amateur and professional artists to raise funds for charitable causes. They needed a simple, timeless logo that would speak to both the artist and the art lover."

"The logo execution represents a number of elements from the name Art for Change. Just like the artworks exhibited, the logo needed to reward the observant viewer - concealed in the negative space within the A is a pencil, the starting point for the majority of the artworks." Added Jedd McNeilage, Boomtown art director and design group head.

The second bronze bird was won for its direct mail campaign for Africa Health Placements, which draws enthusiastic graduate doctors from the US and Europe to get involved, improve medical care and gain invaluable experience across Africa.

To stand out from the crowd and draw attention to the needs of the continent, Africa Health Placements and Boomtown created The World's First Stethoscope Radio Ad.

Andrew MacKenzie, Boomtown's creative director said of its work: "The World's First Stethoscope Radio Ad works by the recipient placing their stethoscope on the box, where a pressure sensor activates the audio clip.

"We knew all graduating doctors have a stethoscope, so devised an idea which also encouraged sharing amongst their peers."

The team for the Art for Change logo was Jedd McNeilage, design group head and art director, Gary Welsh, copywriter and Andrew MacKenzie, creative director. The team for Africa Health Placements was Tim Jones, creative group head, Jedd McNeilage, design group head, Gary Welsh copywriter and Andrew MacKenzie, creative director.

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