

Three international judges for Loeries

The three international judges for this year's Loeries, announced yesterday, Tuesday, 15 May 2007, are Richard Bullock, the leading copywriter based in Amsterdam; world-renowned creative director Joe Duffy from Minneapolis; and Ramesh Iyengar, direct marketing guru from India. These three international judges will be joined by an elite panel of South African jury to judge this year's awards.

Says Andrew Human of The Loerie Awards, "This is a fantastic coup for the Loerie Awards to have such three exemplary international judges on our jury. They all bring with them a wealth of international experience and are renowned specialists in their disciplines."

All Loeries entries are judged by specialist panels comprising leaders in their fields under the auspices of these international judges who act as chair:

- Advertising: Richard Bullock, joint creative director, 180, Amsterdam, Netherlands
- Design: Joe Duffy, principal chairman, Duffy & Partners, Minneapolis
- Experiential: Ramesh Iyengar, chairman and MD, The Select Direct Group, India

All three international judges fly into Johannesburg for the judging week taking place at the SABC 2 - 6 July 2007. To kick off the judging, each judge has been invited to speak at the new Loeries Seminar to be held on Monday 2 July, where they will share insight into their specialist disciplines with the creative industry.



Richard Bullock, joint creative director, 180 Amsterdam, Netherlands

Multi award-winning copywriter

Originally from Perth, Bullock has worked around the world as a copywriter for the likes of TBWA\Hunt\Lascaris in Johannesburg to Lowe Howard-Spink in London to Cliff Freeman and Partners in New York before moving to 180 in Amsterdam in 2003. He is a multi award winner, having taken accolades at likes of D&AD, The One Show, and Cannes.

Bullock has also been named as one of the world's top 10 copy writers by Campaign, Shots and Boards magazine. In recent years, he has been known for his award-winning work on the Adidas account, which resulted in Adidas receiving the prestigious "Advertiser of the Year" award at the 2006 Cannes Festival.



Joe Duffy, principal chairman, Duffy & Partners, Minneapolis

Branding and design thought leader

Duffy is one of the most respected and sought-after creative directors and thought leaders on branding and design in the world. He has led award-winning branding efforts for various highly admired companies, including BMW, Coca-Cola and Sony. His work is regularly profiled in leading business, marketing and design publications and has been exhibited around the world.

Duffy has served as founding chair of the Environmental Committee of the American Institute of Graphic Arts and is a member of the board of The One Club, where he has led its student design competitions in China for the past five years. He has been awarded the Legacy Medal from the

AIIGA for a lifetime achievement in the field of visual communications and his first book, *Brand Apart*. Duffy has been tipped by *Fast Company* magazine as one of the "fast 50" most influential people in the future of business.

Love for direct marketing

After a decade in advertising, Iyengar fell in love with direct marketing (DM) during a visit to Grey Direct New York. He returned to India to set up Trikaya Grey Direct, India in the late '80s. He then founded his own DM agency – Select Direct Marketing – which continues as one of India's leading independent DM agencies. After championing many successful direct marketing campaigns, he has been responsible for developing a robust model that evangelises CRM: Select Relationships- Create Retain Maximise. Iyengar has been awarded many accolades over the years and has most recently been Juror for Cannes Lions for DM.



Ramesh Iyengar, chairman and MD, The Select Direct Group, India

Entries for the 2007 Loeries have been extended until 30 May; go to www.theloerieawards.co.za for more information.

Major sponsors of The Loerie Awards are SABC, Media24, The Zulu Kingdom and Vodacom. Other sponsors and partners are: Aon-Shield, Avis, 24.com, Brandhouse, David Prior Photography, Gallo Images, Gearhouse, Grid, Hetzner, Hibiscus Coast Municipality, Lightworks, Lithotech, Mango Airlines, Newsclip, Ogilvy Johannesburg, Orchestra Blue, Ornico Group, Paygate, Rocketseed, Six Million Dollar Media, Sonovision Studios, Ugu District Municipality, Verdantpoint, Magna Carta, H-Factor, Leg Studios, Havaseat, LED Vision, JuJu, Wozani Africa.

The Loerie Awards is the only award endorsed by the Association for Communication and Advertising (ACA), the Creative Circle (CC), the South African Graphic Design Council (Think), the Commercial Producers Association (CPA), the Direct Marketing Association (DMA), and the Communication & Advertising Forum for Empowerment (Café).

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