

# Agency expectations with... Y&R

In our feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what Y&R ECD Rui Alves expects...



## 1. Remind us of your official job title and how long you've been at the agency.

**Alves:** I'm the Executive Creative Director, and I've been at Y&R Johannesburg for more than three years.

## 2. How long has your agency been attending the Loeries?

**Alves:** Y&R has been attending the Loeries since 1990 - a quarter of a century!

## 3. What's your biggest Loeries highlight of years past?

**Alves:** Continuing to be part of a talented and ambitious creative team that performs well at the Loeries and seeing Y&R South Africa appear on screen enough times to feel significant.

## 4. What are you most looking forward to from Loeries Creative Week 2015, set to hit Durban in August?

**Alves:** The anxiety, the anticipation, the excitement, the fun, the unexpected surprises, the self-loathing, and Durban.

## 5. Tell us some of your own agency work you're entering this year.

**Alves:** Some of the creative work from Y&R SA's Johannesburg office that shone this year was inspired and endorsed by Land Rover, Arrive Alive, Colgate, Caltex and Joburg Zoo Night Tours. It's hard to pick a favourite, but the Joburg Zoo campaign far exceeded expectations and we are very pleased with it.

## 6. Who do you predict will win big this year, and why?

**Alves:** There are a few things that come to mind immediately. I think the Santam 'One-of-a-kind' TV commercial will do well. The ['Get Me To 21'](#) campaign is also strong, and the Careers24 TV campaign is also entertaining and fresh.

Lots to look forward to, it seems, especially on the back of Y&R's Cannes Silver and Bronze Lions campaign wins - [click here](#) for a reminder.

For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loeries Creative Week](#) section.

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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