

Bizcommunity chooses #Loeries2015 Instagram Competition winners

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Be careful what you wish for when pitching an [Instagram competition](#) to a bunch of the most talented people, coming together in one of South Africa's most balmy and picturesque cities. Wish for beautiful people in impressive settings, unbeatable African hospitality and style and the upshot is, choosing a winner won't be easy.

The beloved Instagram medium offered a fantastic 360 snapshot of the event - from the fabulous coastline to the state-of-the-art entertainment going on within Durban's ICC and after parties at this, the first of three Loeries which will be held in Durban.

In judging the competition Bizcommunity evaluated images on the following criteria:

- Encompass the essence of the Loeries Advertising Awards weekend in some way
- Great picture quality
- Composition, originality and freshness
- Energy and vibe

The five images deemed worthy of the awesome Smartphone Projector prizes are:

mattycouperthwaite

Lots of good pictures of Loeries' amazing laser lighting effects and parties were submitted, but low lighting and grain make it tricky to get great images. The judges felt that this one ticked all the boxes of an engaging quality image portraying a good time.

“





#loeries2015 chairman's party. #party #guy #girl #afda #afdadurban this is how we role!

A photo posted by Matthew Couperthwaite (@mattycouperthwaite) on Aug 15, 2015 at 3:06am PDT

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sunanagoranan

This pic taken by writer Suhana Gordhan of some of the Loeries judges, shows the Loeries branding in a good, clean, fun and unexpected way.

“



#Loeries2015 Digital Panel #Digital Heads must roll

A photo posted by Suhana Gordhan (@suhanaagordhan) on Aug 12, 2015 at 7:54pm PDT

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meg.traser

So many images of upbeat, high energy fun vibes and achingly hip style were apparent in individual and agency team pics, which made it really difficult to choose a hero - this pink one, rose [no pun intended] to the top of the list.

“



Rogue rocking Loeries #loeries2015 #roguebrandagency #fancy #winning #fun #celebrate
#inspiration #advertising #design #art #style #redcarpet

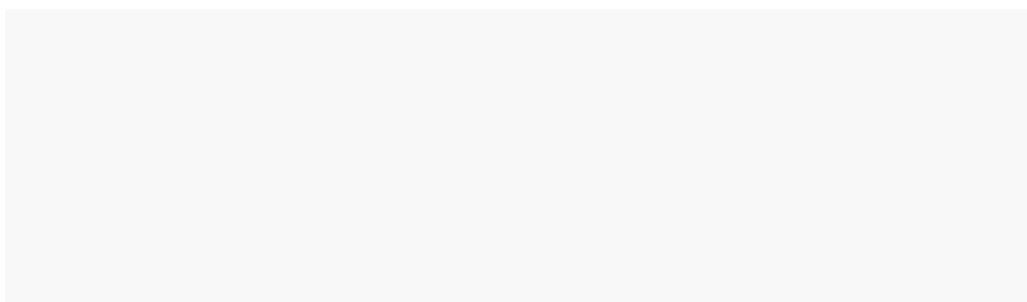
A photo posted by Meg Fraser (@meg.fraser) on Aug 15, 2015 at 9:47am PDT

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ayandamvp

YFM Radio celebrity dishes up the essence of an iconic Loerie statuette pose in high style and makes us all proudly African.

“





#YourLeadingPlayer #Loeries2015 #molifeng

A photo posted by AyandaMVP (@ayandamvp) on Aug 16, 2015 at 11:42am PDT

”

mikey_stoked

Among the many beautiful images of Durban's beaches, sunrises and sunsets, this one stood out, as according to the comments under the pic, not only did the photographer win a gold Loerie, he was also up with the larks to snap a golden sunrise - either that or he hadn't been to bed yet - in any case the pic has all the makings of a winner.

“



Definitely worth making it an all nighter for this sunrise. Win gold see golden sunrise #loeries2015

#yrct A photo posted by Michael (@mikey_stoked) on Aug 15, 2015 at 9:39pm PDT

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Congrats to the winners, thanks so much to everyone for participating and tagging, and to the Loeries and the City of Durban for the attention to every detail that ensured the most photogenic Loeries ever.

Winners will be contacted by Bizcommunity within seven days to arrange for delivery of their prizes.

View all the [#Loeries2015 Instagram photos!](#)

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