

Loeries 'slick and professional'

 By Louise Marsland, issued by Bizcommunity.com 30 Jul 2007

The organisation of the 29th annual Loeries on the ground this year was the most "slick and professional" operation in many years as Margate rolled out the red carpet and the weather played along, providing an oasis warmth and sunlight from the weather-battered centres of Cape Town and Johannesburg. From a circus carnival atmosphere on the beachfront Sunday night courtesy of the SABC after party, to the Vodacom VIP lounge, the media centre at the Margate Hotel, to the Media24 *Heat* afterglow party Saturday night and the various private parties around town and brand activations, the organisation of the whole weekend was a significant success.



While the element of surprise was clearly lacking for some people at the Sunday night awards after having seen lists of so of the winners last week already - and having had their suspicions confirmed on Saturday night that the list was authentic, didn't, thankfully, detract from the huge fun this industry can be when it flocks together. The raucous spontaneity of the first Margate Loeries was back on Saturday night, but without the chaotic element! Sunday night was smoother with more bling and rockstars in the audience, but no less loud, with vuvuzelas in full cry accompanied by whistling and cheering.

Jupiter definitely gets an honourable mention for making the most noise!



An eclectic mix of fashion graced the Loeries this year as the earlier timeslot meant that most people lurched from one pair to another in the usual jeans and T-shirt uniform that the industry usually embraces. Those that did, however, take the trouble to dress up were blinged up to the nines, so we had ballgowns to T-shirt chic to 'I just woke up in the gutter and remember I have to be at some awards'. Judging by all the sunglasses some clearly went too large on Saturday night or decided to play the cool card. The number of Mohican hair styles amongst the men that couldn't decide whether or not to be mullets or not was scary.

MC Marc Lottering, who didn't do much except announce the various industry people presenting the golds, pointed out that Bronze and Silver winners should also feel as proud as they were in the top 10% of the industry.



Marc Lottering

The Loerie Awards MD, Andrew Human, announced that due to business commitments and the imminent birth of his first child, WingWing Mdlulwa was stepping down as Loerie Awards chair. Festus Masekwameng, McCann Erickson SA creative director, takes over. In accepting the appointment, Masekwameng said it was key for the industry to keep clients on board the process.

The weather played a huge role of course and having warm weather with gorgeous sunlight brought everyone out into the sunlight this weekend as a respite from the temperamental weather elsewhere.

Wozani Africa in Margate was in charge of organising the activations and parties on the ground and H-Factor for staging awards ceremonies.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: www.sourceagency.co.za.
View my profile and articles...

▪ **Biz Most Read Award winners June 2025** 1 Jul 2025

▪ **Biz Most Read Award winners May 2025** 2 Jun 2025

▪ **All about YOU! Putting YOU in YOUth Month on Biz!** 20 May 2025

▪ **Biz Most Read Award winners April 2025** 1 May 2025

▪ **Biz Promoted Features: Keep your business headlines in the spotlight for 7 days** 16 Apr 2025

Bizcommunity.com



Where 370 companies in 18 industries trust Biz Press Office newsrooms to publish corporate content, on Africa's indispensable B2B news media. **Enquire about a newsroom like this for your company on sales@bizcommunity.com**

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>