

MetropolitanRepublic's Project Uganda stripped of Grand Prix

It has recently come to the attention of the Loeries that the 'Project Uganda' entry for MTN, created by MetropolitanRepublic, does not meet the Loeries entry criteria.

The entry, which was awarded a Grand Prix award for Media Innovation, a Gold for the Ubuntu award for sustainable marketing, and a Gold for Tactical use of Newspaper Advertising has been withdrawn this week by MetropolitanRepublic.



The Loeries entry rules require that all entries must be commercially published, launched or aired to a substantial audience for the first time between 1 June 2012 and 31 May 2013. In addition to this, the Ubuntu category requires that entries reflect an active and on-going campaign in this period, and that entries demonstrate a positive social or environmental impact. In addition to this, each entrant warrants that their information provided is true and correct.

Deep concern

The Loeries board is deeply concerned with the fact that MTN's Project Uganda entry did not meet the eligibility criteria, despite all the terms and conditions of the Loeries that are in place. The board found it especially regrettable that the campaign was awarded a Gold Loerie in the Ubuntu category, which recognises brands that make good neighbours, that improve lives through their products, and contribute positively to the community.

Since the Loeries was reconstituted as a not-for-profit association in 2005, not once before now has an award been withdrawn. The overriding principle of the Loeries is an expectation that agencies ensure that true and correct information is provided for their entries, and this will continue to be the principle with which entries will be managed. However, in order to minimise the possibility of such an event occurring in future, all procedures, terms and conditions will be reviewed. In addition, while MetropolitanRepublic chose to withdraw this entry from the awards after the Loeries questioned the entry, the board of the Loeries has decided that the following additional sanctions are to be applied:



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1. All MetropolitanRepublic's awards this year will be disqualified. This includes all of the following:
 - Project Uganda, MTN, Media innovation, Grand Prix
 - The Everywhere Library, MTN, Ubuntu, Gold
 - Project Uganda, MTN, Tactical use of Newspaper, Gold
 - The campaign that never flighted, The Fish & Chip Co, PR Communication Campaign, Gold
 - Connector Bot, MTN, Alternative Media, Silver
 - The campaign that never flighted, The Fish & Chip Co, Media Innovation, Bronze
 - The campaign that never flighted, The Fish & Chip Co, Social Media, Bronze
2. No representative from MetropolitanRepublic will be allowed to judge at the Loeries for the next two years.
3. Any entries submitted by MetropolitanRepublic for the next two years must be accompanied by a media schedule, a letter from the brand representative, and the contact details of the brand representative.

Major partners

The major partners of the 2013 Loeries are DStv Media Sales, the City of Cape Town, Western Cape Government and Gearhouse South Africa

Category partners

Adams & Adams Attorneys, ADreach, Commercial Producers Association, Greensky, Mediamark, News24, The Times, Unilever South Africa, Woolworths

Additional partners and official suppliers

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