

Changes made to Loeries Official Rankings

The Loeries announced that from this year's awards in August, it is including points for finalists in its Official Rankings across Africa and the Middle East.



Loeries CEO Andrew Human. Image supplied.

In the past, the Loeries only awarded points for Bronze awards and above. From 2018, ten finalists will be equivalent to one Bronze award, and finalist points will be capped to a maximum of 30 finalists – equivalent to 3 Bronze awards.

Improve creative output

“I think this change should be encouraging to small agencies and countries just starting to improve their creative output,” says Loeries CEO Andrew Human. “We have around 20 countries entering the Loeries, with a broad spread of work. On the lower end, we will now be able to distinguish regions, countries and agencies through finalists, while on the upper end the Grands Prix and Golds will make the difference.”

“The Loeries Official Rankings are a useful and independent measure of who’s doing what across the region. Recognising finalists allows us to drill deeper for a better representation of performance across the whole of Africa and the Middle East.”

Full information on the Loeries Official Rankings can be found on [loeries.com](https://www.loeries.com) as well as rankings for previous years. The entry deadline for this year’s Loeries is 15 May, and Loeries Creative Week takes place from 16 to 19 August in Durban. All details can be found on the website.

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