

# 'Brand communicators need to show up, listen more and be better,' says Justine Drake

By  Evan-Lee Courie

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Justine Drake, TV chef, *Fresh Living* editor, content director at John Brown Media, sat on the judging panel in the Innovation category of the 2021 [Loerie Awards](#). We find out about the experience.



Justine Drake, content director at John Brown Media

## ■ How do you feel about judging at this year's Loeries?

I am absolutely honoured and I feel so inspired!

## ■ Tell us more about yourself and why you believe you were selected – your judging experience and so on.

My experience in the industry spans three decades working with agencies and publishing houses; as a journo, an editor, an author, a stylist, a director, a trends consultant. You name it, I've probably done it...



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## ■ When you heard about being selected as a judge, how did you celebrate the news?

Um! ...I didn't celebrate...but I did feel very honoured and a wee bit proud.

## ■ What does this mean to you, personally?

It's a great acknowledgement of my experience ...and just bloody brilliant to be involved in such a renowned and respected creative process.

■ ***Which category will you be judging?***

I judged in the Innovation categories

■ ***What do you expect to experience as a judge?***

Awe, inspiration, delight...well I hope so anyway.

■ ***What specific criteria will you be looking for when judging?***

Unique, trailblazing ideas, a non-conformist approach, cultural relevance and consideration, and bravery

■ ***You have some major experience in the creative industry. Could you comment on the impact of Covid-19 on the industry?***

There are so many aspects, on so many levels...but let's choose a positive one....

The best bit is the public's new and very low tolerance of BS...There is a genuine need/demand for more authenticity, more EQ, more social listening, which forces us as brand communicators to show up, listen more and be better...That's a good thing!

■ ***Share a few of your favourite Loeries-related moments over the years – either from attending personally or agency winning work-related.***

I am a first-timer so I am excited to see what's to come.

■ ***Any predictions of trends that are likely to stand out at Loeries 2021?***

Most definitely the social impact of Covid-19.

■ ***What do you believe SA creatives bring to the Loeries judging mix?***

A unique, multi-faceted view...The complexities of our heritage and the views, experience and insights of our eclectic panel ensure a fresh approach underpinned by diversity and relevance.

■ ***Lastly, what are you most looking forward to from Loeries 2021?***

I'll be looking for real inspiration.

■ ***What does #FightTheGoodFight mean to you?***

Stand up for what is right - don't be afraid, make yourself heard, give a voice to those who don't have one and never back down.

**For more:**

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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