

Vega students walk away with eight Loeries at the 2018 awards

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This past weekend saw a group of talented students from [Vega](#), a brand of The Independent Institute of Education (The IIE), take home an impressive eight Loeries and the Instagram Instahack Award at the 40th annual Loerie Awards, which took place from 17-19 August 2018 at the Durban ICC.

The student awards were established to develop creativity, quality and excellence among young creatives, encouraging entrepreneurial drive and nurturing new talent in the industry.

“The Loerie submissions provide our students with a platform to showcase their creative concepts and campaigns that strive to develop meaningful solutions to brand challenges. Working freely on reputable brands like Scarfini and Operation Smile is testament to the positive impact we as advertisers have on the world we live in,” says Lurie.

Vega students once again exceeded expectations with a total of 17 students making it to the finals – 13 of them were announced as Loerie winners and [received four silver and four bronze Birds](#).

In addition, Alecea Basson (Vega CT), Chanre Bosch and Bernedene Clausing (both Vega Pretoria) were named this year’s winners of the coveted Instahack Award, making this the third consecutive year that Vega students have been recognised in this category. This year, the students were required to create a short film using Instagram Stories to entice attendees to visit the Loeries before the awards ceremony to get the most out of [Creative Week](#).



Left to right, Alecea Basson (Vega CT), Chanre Bosch and Bernedene Clausing (Vega Pretoria)

The project submissions that won silver at the Loeries were:

- [Helpin' Hands](#) by Kabelo Mabaso and Mafedi Lenake – a clever initiative to help prevent the spread of cholera in developing countries.
- [Montagu](#) by students Eduan Viljoen and Aime Rose Feinberg – a quirky, colourful direct mailer designed for South African fruit and nut brand, Montagu.
- [Hire Us](#) by students Andre De Jager and Ayesha Kaprey – a logo and identity programme of the two students' innovative personal branding for an internship application to KesselKramer in Amsterdam.
- A campaign for Kellogg's Froot Loops entitled [Toucan Sam](#), by Kelsey Neethling – a new take on packaging design for one of South Africa's most-loved breakfast cereal.

Bronze birds were also awarded to the following students:

- Michaela Chante's submission entitled, [Smile](#)
- [Get More Dog](#) by Megan Naidoo
- [Zed.En Fin](#) by Michael Kostakis and Jordan Davidson
- [Hire Us](#) by Andre De Jager and Ayesha Kaprey

“We are thrilled and honoured that our students have been recognised for their outstanding quality of work and would like to

congratulate them on these achievements,” says Shevon Lurie, Managing Director of Vega. “The standard of competition was extremely high as it is every year, but each Vega student finalist along with the guidance of their lecturers have produced agency quality work. Our students continue to do us and the Vega brand proud.”

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