

# Yes, but is it advertising?

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**Advertising today extends far beyond the confined borders of 'Mad Men' fame. The Loeries®, Africa Middle East's largest award in the communication space, now looks at every point of contact between a brand and consumers. Key examples are two new areas called Shared Value and Service Design.**

The **Loeries®** is hosting a special workshop in Johannesburg, to explain just what these new categories are all about. The workshop takes place on **20 April at 7am in Parktown North**. Attendance is a must for all brands and agencies interested to hear more, and who are planning to enter their work this year. More info can be found on [loeries.com](http://loeries.com).

Industry experts Marcel Rossouw from FJORD Design & Innovation and consultant Tiekie Barnard will present and give tips on entering.

In today's hypercompetitive and multi-media market, businesses have been forced to reimagine their roles and the way they interact with the world – and to use every platform available to them. This is advertising in the 21st century.

“It takes craft, methods, skills and a dash of magic to connect customers with the business in sustainable ways to implement a successful Service Design programme,” says Accenture's Nicole Ashton.



We've all got stories about a disastrous customer experience – whether a call centre, checkout counter or loyalty programme gone wrong. Forward thinking brands recognise that customer relationships can be built and loyalties cemented by using these connections to add value. This is what Service Design is all about: Building brand loyalty through improved customer experience.

Last year, the Gold **Loerie®** in the Service Design category was won by Unilever's Lifebuoy for the Handle on Hygiene campaign, while Volkswagen won a silver for the Uber Test Ride.

Unilever's CCM Director, Africa, Enver Groenewald explains that Shared Value is far more than simple charity: “It's about adding value in a way that benefits the shareholder and society at the same time in a sustainable way – while being fully aware of the bottom line. It's called 'shared value', which companies create through identifying and addressing social problems that intersect with their business,” says Groenewald.

In 2015 the Safety Lab won gold in the Shared Value category for their 'Hope Soap' – a transparent bar of soap with a small toy inside, and the only way for kids to get to the toy was to finish the soap. The aim is to create a lifetime habit of handwashing among low income children in informal settlements – and literally adding years to their lives. This is a perfect example of 'Doing Good while Doing Good Business.'

On the effectiveness of these campaigns, **Loeries® CEO Andrew Human** says: “It's clear to see that creativity is a tool to add value and bring about change. The Loeries® serve as a source of inspiration – recognising and rewarding the best initiatives out there.”

At the end of the day, advertising isn't the only thing – it's everything.

Entries close on 16 May 2016. For more information, visit [loeries.com](http://loeries.com).

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