

# Keith Rose inducted into the Loeries Hall of Fame

On Sunday evening, 21 September, another legendary figure in South African brand communication was inducted into the society of individuals who helped put the industry on the global map.

Keith Rose joins Graham Warsop, John Hunt, Robyn Putter, Nkwenkwe Nkomo and Mike Schalit on the roster of those individuals who have helped build the industry into what it is today.



He is the director and founding partner of Velocity, a production company that has consistently featured in global production rankings including the Palme d'Or, the Gunn Report and other production rankings consistently. He is one of a select few directors to be inducted into the Clio TV Hall of Fame and was selected by shots as one of their "100 top creative minds of time", as well as accredited by campaign magazine to be among the top five directors globally.

"It has been said that mediocrity knows nothing higher than itself, but talent instantly recognises genius. Keith has continued to inspire, re-invent, challenge and surprise us with his limitless creativity and tenacious dedication to our industry. We are privileged to have travelled this incredible journey with him and have all learnt an infinite amount along the way." says Nico Valentine, Executive Producer at Velocity.

Keith has worked with some of advertising's best minds and over a span of years has consistently won awards at every major show including several Cannes Gold Lions. He was also president of the Cannes Film Craft Jury in 2011.

Keith has a reputation for being obsessive about his craft and for keeping everyone creatively honest. Most importantly, he pushes for the essence of the idea, and has a unique ability to know in advance whether it will work visually. Keith's chameleon-like ability has led him to be consistently on top of his game and shows no signs of waning.

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