

Loeries 2019: Nando's fires up the Design category

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Nando's joins the Loeries to celebrate design



Design from Africa and the Middle East finally gets the recognition it deserves with the expanded Nando's Design category at the Loeries in 2019. This year's category has been extended to recognise design from a much broader range of creative professionals.



"We've expanded the design category beyond only brand communication to include areas of design such as retail furniture and product design, fabric, wallpaper, lighting, architecture and interior design, and even the design of signage programmes," says Loeries CEO Andrew Human.

He adds that the Loeries has long been recognised as the highest accolade in advertising and brand communication. "A strong design award has been lacking for our region and this is a great opportunity for all designers to showcase their

work and achieve recognition.”



Design is woven into the Nando's DNA, making Nando's a natural partner for the Design category. "Design and creativity have been an intrinsic part of the Nando's way of doing business. Nando's is the first local brand to collaborate with local designers at the scale it does," says Deirdre King, Nando's Brand Experience GM.

She adds: "Putting our support behind the design community is important to doing business well. Our PERi-PERi power has charted new paths and careers for many local artists and their art. Putting that same fire behind the extended Design category for the 2019 Loeries gives us a chance to spice things up for the wonderful designers who will imprint their names onto this exciting category.

According to Gaby de Abreu, Loeries board member and creative head of Switch Design, the awards are invaluable because they offer a chance for designers to showcase their work to a far greater audience.

"The Nando's Design category at the Loeries is an opportunity to showcase excellence across disciplines in countries throughout Africa and the Middle

East. For independent designers, it's a unique chance to achieve recognition across the industry, reaching creatives internationally," says de Abreu.

"For a furniture designer working in an independent workshop or a graphic designer outside of the agency network, this year's Loeries offers a chance to show the world what you've achieved," he adds.

The Nando's Design category at the Loeries is open to designers across all the main disciplines. The entry deadline is 15 May and more information can be found on loeries.com.

About Nando's:

While proudly South African, Nando's is an international flame-grilling, PERi-PERi chicken restaurant group. We offer a twist of Afro-Portuguese with an upmarket and comfortable dining experience. Two friends, Robert Brozin and Fernando Duarte, opened the first Nando's in 1987 in Johannesburg, South Africa. All Nando's PERi-PERi chicken is marinated for 24 hours, locally sourced and never frozen, ensuring our customers only get the finest flavours. Our unique PERi-PERi recipe includes herbs, spices, garlic, lemon juice and bird's eye chilli. Nando's authentic PERi -PERi has captivated its customers all over the world, making it the largest South African restaurant group to expand internationally.

About Loeries Africa Middle East:

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking. Culminating in the biggest creative gathering in Africa and the Middle East, Loeries Creative Week Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work. Our region's creative economy is world-class and has great potential to grow and to offer employment both to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries is to increase the standard of brand communication in the region.

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