

# That's a wrap! Winners, events and upliftment

[Loeries Creative Week](#) 2021 has concluded after a much needed gathering of the brand communications industry from across Africa and the Middle East post the Loeries Virtual Creative Week in 2020.



Source: Loeries Awards

The highlight of the week was the Loeries Awards Evening which saw Grand Prix, Gold and Special Award winners take to the stage to celebrate winning the most coveted creative award across Africa and the Middle East.

Joe Public United proved to be a big winner and took home the Agency of the Year and Regional Agency of the Year Award while also helping Chicken Licken win Brand of the Year.



#Loeries2021: All the Grand Prix winners!

25 Oct 2021



Nedbank's Khensani Nobanda took home the highly sought-after Marketing Leadership & Innovation Award while Darling Films' Melina McDonald and Lorraine Smit were inducted into the Loeries Hall of Fame to join a select group of creative legends who have also been inductees.



Khensani Nobanda, 2021 Loeries Marketing Leadership and Innovation Award winner

20 Oct 2021



A major milestone was the renaming of the Loeries Radio Grand Prix to the Loeries Molefi Thulo Grand Prix, in honour of the renowned creative Molefi Thulo who unfortunately succumbed to Covid-19 earlier this year.

Loeries CEO, Preetesh Sewraj, reflected on the success of the 2021 Loeries Creative Week, “This was always going to be a difficult event to organise, when considering the challenges, but I knew we had to try to deliver an event within a safe environment. I am really happy to see that we were able to give our industry an experience that genuinely celebrated true creative excellence from across Africa and the Middle East.”



#Loeries2021: First-ever dual inductees into Loeries Hall of Fame announced

21 Oct 2021



**For more:**

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

For more, visit: <https://www.bizcommunity.com>