

## MEDIA RELEASE

**Date: August 2017**

### AAA SCHOOL OF ADVERTISING DOMINATES STUDENT CATEGORY AT LOERIES 2017.

*Johannesburg, August 2017 – The results of the 2017 Loeries continues to solidify the positioning of the AAA School of Advertising as a leading education institution delivering talent to and for the advertising and communications industry. This year, the student category was dominated by the AAA as it notched up an impressive haul of twelve awards, including 1 Gold, 4 Silver, 6 Bronze and 1 Craft Certificate.*

This year, the AAA had 25 finalists, reflecting our heritage of providing the industry with some of the most creative minds. Ably supported by their lecturers, AAA students accounted for a sizeable proportion of all the Student finalists this year.

Loeries awarded to students of the AAA School of Advertising were as follows:

#### AAA School of Advertising – Cape Town Campus

Prize	Category (Student)	Brand
Gold	Collateral Design	Bees for Development
Silver	Collateral Design	Tokanya (Own Brand)
Silver	Publication Design	Papersmith & Sons
Silver	Publication Design	Papersmith & Sons
Silver	Package and Industrial Design	Cuba Travel
Bronze	Radio Commercials & Branded Content	Kauai
Bronze	Collateral Design	National Geographic
Bronze	Collateral Design	Exclusive Books
Bronze	Package and Industrial Design	Star Wars
Bronze	Package and Industrial Design	BP
Bronze	Facebook Challenge	Nelson Mandela Foundation
Certificate	Typography	Me, Myself and I (Own Brand)

For learners with strong creative skills, the School's unrivalled success at the Loeries clearly positions it as the 'must go-to' institution for those looking to a brilliant and rewarding career in adland. Two of the School's students, Laura Bloom and Serena Van Der Nest both walked away with three awards each.

Serena Van Der Nest summarizes her experience of the Loeries as follows, "I think you need to work hard to be here. That was my goal, but it is not everything. You have to work, but you have to design to make yourself happy and do what you like to do. It's not all about the awards....yes, it's great to win, but it doesn't define who you are. If you design for your passion,

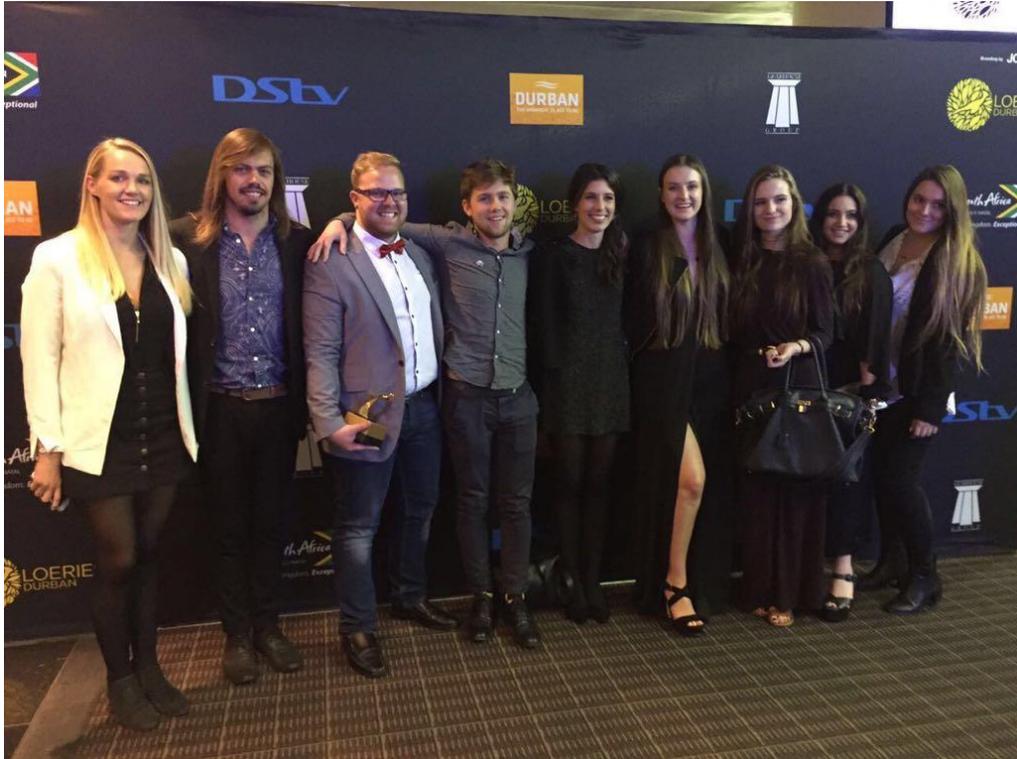
it is going to take you a lot further and it will drive you to be in the industry. If you like it, you will carry on doing it and not just for the awards

The AAA, owned by the Association for Communication and Advertising (ACA) is the only internationally accredited advertising school in South Africa which provides students with numerous benefits. Among these, are active industry involvement by lecturers and guest lecturers, real-life briefs and guaranteed 'work-integrated' placement among others.

“Direct industry involvement in the education and training of our students is evidenced by not only the many awards received by our students, but also by the success of our graduates. We can count numerous industry leaders as graduates of the AAA, and ultimately this is the reward for effectively preparing students for productive employment in the advertising industry,” adds Prof Krishna Govender, Executive Dean and Head of School.

For more information about the AAA School of Advertising, view our site [www.aaschool.co.za](http://www.aaschool.co.za)





From left to right: Wynne, Cameran Stuart, Sean Shieds, Michael Churchman, Serena van der Nest, Lauren Bloom, Michaela Woollatt, Tarryn Sher, Jaemi Widan







### **More about AAA School of Advertising**

The Cape Town campus is rated the fifth best advertising college worldwide by Lurzer's Archive on their 'past 10 year table'. It has been owned by the ACA (Association for Communication and Advertising), the professional body of the industry since 1990. This means that we have access to advertising industry experts, our students interact with them, they lecture to us and we work on real life projects and campaigns with them.

The AAA School of Advertising is registered by the Department of Higher Education and Training and its programmes are accredited by the Council on Higher Education South African and recorded by the South African Qualifications Authority (SAQA). In addition, the programmes are accredited by the International Advertising Association (IAA - New York, USA), and AMASA (Advertising Media Association of South Africa).

Prepared for:

**AAA School of Advertising**

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