

Judges announced for the Loeries Media Innovation category

Virginia Hollis, managing director at the Magnetic Connection, heads up the Loeries Media Innovation category as jury chair...



With over 30 years in the industry, Hollis started Magnetic Connection, a strategic communications company, in 2012. She judged the Media Innovation category at Cannes in 2001, and has chaired the Loeries Media Innovation category for the past two years. She is currently Chairman of SAARF (South African Audience Research Foundation) and a board member of both Loeries and AMASA.

The jury panel

- Virginia Hollis, Magnetic Connection (chair)
- Ken Varejes, Primedia Unlimited
- Tanya Schreuder, Vizeum
- Bruce Williamson, Universal McCann
- Adelaide McKelvey, Continental Outdoor Media
- Simon Lloyd, Quirk
- Michelle Meyjes, GroupM
- Donald Liphoko, GCIS
- Chris Hitchings, DStv Media Sales
- Paul Middleton, Ebony & Ivory

Judging will take place from 10 - 13 August during the Loeries Creative Week Durban. For more on the judges, click [here](#).

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