

AKA speaks about building a personal brand at Loeries 2019

Rapper, influencer and African legend AKA will make history at the Loeries DStv Seminar of Creativity on 23 August in Durban.



In a much anticipated exchange of ideas, AKA, who has 2,2 million followers on Instagram and 3,9 million on Twitter, will be the first recording artist to speak at the DStv Seminar of Creativity, as part of Loeries Creative Week. His talk 'AKA on Urban Culture: How brands can fit in and stand out' will explore the significance of meaningful brand partnerships and "the creative ways in which brands can seamlessly fit themselves into urban culture," says AKA.

"It's such an honour to speak to my peers on this level and continue the conversation on music and brand partnerships that make sense."

The 'Fela In Versace' singer is a brand unto himself. His high-profile brand endorsements, from Cruz Vodka, to Vodacom, and being the first African ambassador for Reebok Classic have added to both his success and those of the brands he works with. AKA took the creative lead on the distinctive look and feel of the Cruz Watermelon Vodka packaging, and PJ Morilly, Brand Director of Reebok South Africa told e-retailer Zando that "there is a shared ambition of excellence between AKA and us to always be acutely relevant and produce stuff that surprises and delights fans and followers. AKA personifies confidence, style and performance."

“Consumers are in the driving seat when it comes to brand success,” says Loeries CEO Andrew Human. “AKA’s leading ideas and his music have made him a brand icon. It will be great to have him share those insights at the Loeries.”

The DStv Seminar of Creativity is part of Loeries Creative Week, which takes place from 22 to 25 August. For more information and to book tickets, go to loeries.com.

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 across the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

The Loeries is the only award across Africa and the Middle East that informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the prestigious Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

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