**Loerie Award winners, Property24 and FoxP2**

The 35th Annual Loerie Awards, which took place on Saturday 21st and Sunday 22nd September at the CTICC, recognised the best in creative talent within the advertising arena.

In 2011 FoxP2 helped Property24 surpass all competitors to become SA’s leading property portal with the “Find Your Perfect Home” TV campaign. This year, the two teamed up again and created the “House hunting in the 80s” campaign which has been recognised with two Loerie Awards in the categories of TV & Cinema Commercials and Integrated Campaigns.

Property24 CEO, JP Farinha, says they tasked FoxP2 with creating a campaign which would build on the previous campaign’s success while highlighting the convenient online and mobile technology that Property24.com offers house hunters.

In response, FoxP2 put forward a wonderfully witty take on what house hunting was like before this technology was available and the success of the campaign is evident, both in the growth of Property24.com, as well as in the recognition received at this year’s Loerie Awards ceremony.

The campaign included TV commercials that threw the viewer back into the 80s with every detail having been considered, creating a nostalgic yet humorous reminder of 80s life. The concept was also continued through to 80s themed banners adverts as well as a “Leave the 80s Behind” game on Property24’s Facebook page.

“We are honoured to have had our ads recognised alongside major South African consumer brands,” says Farinha. “It’s a true testament to the significant growth of online brands and the increasing investment that online companies are putting into brand building and above the line advertising.” These Loerie Awards marked the first such achievement in advertising for any South African property portal; a significant achievement for both Property24 and FoxP2.

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