

Gavin Krenski awarded Loeries Marketing Leadership and Innovation Award

Great advertising can only succeed if it is backed by innovative marketers who believe in the value that creativity adds to their brand's success. During the first awards evening of the Loeries 2015 on Saturday 15 August at Durban's International Convention Centre, Brandhouse Marketing and Innovations Director, Gavin Krenski was awarded the prestigious Marketing Leadership and Innovation Award.



The Award recognised Krenski's astute marketing acumen and belief in creativity as an investment crucial for a brand's growth, and his instrumental role in taking Brandhouse to new heights.

Overjoyed on being tapped for the accolade, Krenski thanked the Loeries Committee saying, "I'm enormously grateful and delighted to be awarded this prestigious honour."

"To be the change that one would like to see in the world is a purpose which has energised me for the 25 working years that I have been lucky and privileged to have had the opportunity to try and strive for," continued Krenski.

"I am at my best when I am challenging myself and others to consider new ideas and solutions to problems and opportunities and whose logic and approach can run counter to prevailing wisdom and knowledge."

Outspoken about patience, and long-term goals being key to achieving business goals through creativity, Krenski's resume is testament to this belief. A short stint as Managing Director of Durban creative agency The Hardy Boys aside, his career is marked by long-term commitments to brands like Robertson's, Unilever, and more recently, Brandhouse. This commitment has put Krenski in a position to set long-term business objectives, and see them through with creative, calculated, and creative marketing strategies.

"Gavin Krenski is a worthy recipient and outstanding example of the leadership, dedication, loyalty and commitment to a brand that is required to do something special," said Loeries CEO Andrew Human.

"It is clear that Gavin has been personally involved in the brand success of Brandhouse, and has been an active contributor to the brand's market position in South Africa."

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