

Leo Burnett's Tom Looockx, Jorrit Hermans awarded Belgian Creatives of the Year

Merit Award for Creative Directors Brussels agency

Brussels - On Friday January 27 2012 Belgian magazine Media Marketing (MM) and the Belgian Association of Communication Agencies (ACC) presented the Merit Awards. Leo Burnett Brussels' Creative Directors Tom Looockx and Jorrit Hermans were awarded Belgian Creatives of the Year 2011.

It was a big night at the Mirano Club in Brussels last Friday where about 1,000 Belgian communication and advertising professionals gathered for the annual Merit Awards night. The event, a co production by Belgium's Association of Communication Agencies and Media Marketing Magazine, celebrates the year's best agencies, campaigns and creatives. Publicis Belgium won Agency of the Year and Leo Burnett's team of Creative Directors were awarded Creatives of the Year in their maiden year on the job. A year that spawned great campaigns such as The Smart Campaign for P&G's Bonux laundry detergent. Or the Fiat Cabrio Days campaign that won them 3 Bronze Eurobest Awards and a Silver Epica. Or the Out Of Office Poetry project that received lots of press.

About Tom Looockx and Jorrit Hermans

Tom Looockx (art director, °1974) previously worked at LDV in Antwerp before he teamed up with Jorrit Hermans (copywriter, °1978) at Boondoggle in Leuven. Tom and Jorrit were part of a game changing team at Boondoggle. They picked up 5 Cannes Lions (Baby Elephant campaign for Antwerp Zoo), a One Show Pencil in New York, made the D&AD finals and won about a dozen CCB awards in Belgium. In February 2011 Tom Looockx and Jorrit Hermans were named Creative Directors at Leo Burnett Brussels.

About Leo Burnett Brussels

Since October 2008 Leo Burnett Brussels is run by Managing Director Barbara Vangheluwe. The agency has a staff of 40 and is situated in the modernist Flagey building in Ixelles, Brussels. Leo Burnett Brussels services big brands such as P&G, Fiat, Jeep, Heinz, Ixina and Samsung.



Creative Directors Leo Burnett Brussels:

Jorrit Hermans: +32 473 99 31 91 or jorrit.hermans@leoburnett.be

Tom Looockx: +32 473 96 90 96 or tom.loockx@leoburnett.be



[@JorritHermans](https://twitter.com/JorritHermans), [@TomLooockx](https://twitter.com/TomLooockx)

www.accbelgium.be www.mm.be