

# Showcasing the best in creativity across Africa and the Middle East

Issued by [Loeries](#)

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The 42nd Loeries Awards has awarded the best in brand communications across Africa and the Middle East.



**LOERIES**  
AFRICA MIDDLE EAST

A total 264 Loeries were awarded across 16 categories including five Grands Prix, 28 Golds, 63 Silvers, 110 Bronzes, 14 Craft Golds and 44 Craft Certificates.

Over 5,200 entries were received, with 18% of entries from outside South Africa. Overall, 1,217 brands were represented by 470 agencies from 20 countries across Africa and the Middle East. The awards were judged by over 140 regional and international industry leaders in their fields including international jury presidents: Swati Bhattacharya, Till Hohmann, Dennis Lück, Katherina Tudball, Nicholas Hulley and Alan Kelly.

## **Grands Prix were awarded to:**

- In the Out of Home - Ambient category, a Grand Prix was awarded to First For Women and FoxP2 Advertising for the 16 Days Of Light campaign
- In the Print Crafts - Art Direction category, a Grand Prix was awarded to Novomed Allergy Clinic and Impact BBDO for the Hidden Allergy campaign
- For SA Non-English Radio Station Commercials, a Grand Prix was awarded to BBC Studios and The Odd Number for Kasi Sensei Campaign
- In the Film - Branded Content Film - Single Category, a Grand Prix was awarded to Nedbank and Joe Public for Secrets
- For Integrated Campaign, a Grand Prix was awarded to Mastercard and FP7McCann for Astronomical Sales

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