

ALL THE WINNERS!

The full list of winners for the 40th Annual Loerie Awards, which concluded on Saturday, 18 August 2018 at the Durban ICC, have been announced. Congratulations to all!



Photo by Al Nicoll / 2018 Loerie Awards / [Gallo Images](#)

After a day of more leisurely events on and around the Durban beachfront and recuperating from a night of celebration, attendees were ready as ever for the second night of the 2018 Loeries Awards.

MEC for Economic Development, Tourism and Environmental Affairs, Sihle Zikalala, opened the ceremony, with Loeries creative voice Donovan Goliath as emcee. Zikalala said that Durban must become the “Cannes of Africa” and that the creative industry should help make this happen.

Commenting on their sponsorship of the Loeries, spokesperson, CEO of DStv Media Sales, Fahmeeda Cassim-Surtee, said that DStv will continue to invest in the Loeries. "In a world that is becoming more about machine learning and automation, it seems that one of the only things that drive us is creativity and a bit of competition, of which the Loeries does both."

On the Saturday night, awards were presented across the categories of:

- Effective creativity, sponsored by Woolworths;
- Film, sponsored by DStv;
- Integrated campaign, sponsored by AB InBev;
- Live communications, sponsored by Gearhouse;
- Media innovation;
- PR and media communication;
- Radio and audio, sponsored by Gagasi FM;
- Service design, sponsored by Accenture;
- The SANBS public service award, awarded to Joburg Ballet 'Breaking Ballet' by TBWA\Hunt\Lascaris;
- Agency of the year, which went to Joe Public United, with TBWA\Hunt\Lascaris Johannesburg in second place and Impact BBDO Dubai coming in third; and

- Regional agency group of the year is TBWA\Hunt\Lascaris Johannesburg.

Grand Prix-view

The three Grands Prix on the night were awarded to:

- La Libanaise Des Jeux's 'Lucky Face' by Impact BBDO Dubai - Integrated campaign
- Louvre Abu Dhabi's 'Highway Gallery' by TBWA\RAAD Dubai - Radio
- Kimberly-Clark 'The World's First Baby Marathon' by Ogilvy Johannesburg - Film communication

This brought the total to 287 Loeries awarded across 14 categories, including 6 Grands Prix, 31 Golds, 69 Silvers, 113 Bronzes, 18 Craft Golds and 50 Craft Certificates.

More than 2,500 entries were received, with 15% of entries from outside South Africa. A total of 700 brands were represented by 265 agencies from 15 countries across Africa and the Middle East.

Special awards

In addition to Nando's CMO Doug Place winning the Marketing Leadership and Innovation Award, presented the previous night, Greg Gray of Romance Films was this year's Hall of Fame inductee.



Greg Gray | Photo by Al Nicoll / 2018 Loerie Awards / [Gallo Images](#)



#Loeries2018: Hall of Fame inductee Greg Gray and all that *Romance*

Jessica Tennant 18 Aug 2018



All the Loeries 2018 award winners:

Filter by agency

COMMUNICATION DESIGN

Prize	Category	Agency Country	Brand	Title	Product	Entry Company
Grand Prix	Brand Identity & Collateral Design - Identity Programmes	Turkey	Fear and Fantasy Festival	Fear and Fantasy Festival	Fear and Fantasy Festival	TBWA REKLAM HIZMETLERI A.S.
Campaign Gold	Brand Identity & Collateral Design - Identity Programmes	South Africa	Explorers Club	Explorers Club Identity	Identity	Utopia
Campaign Gold	Brand Identity & Collateral Design - Posters & Billboards	United Arab Emirates	Landmark Group	The Spacesuit Collection - The Future is Female, Florals in Space, Space Camo	Centrepont	Impact BBDO Dubai
Campaign Gold	Design Mixed-Media Campaign	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Silver	Brand Identity & Collateral Design - Posters & Billboards	South Africa	Ultimate X	Year X	AR Posters	NORTH VCA
Campaign Silver	Design Mixed-Media Campaign	South Africa	South African Tourism	Africa's Travel Indaba	Africa's Travel Indaba	FCB Johannesburg
Campaign Silver	Design Mixed-Media Campaign	South Africa	David Jones Food	Building a Foods Brand	Foods	Woolworths Pty Ltd
Silver	Brand Identity & Collateral Design - Logos	South Africa	Mr D Food	Anything you feel like	The Mr D Food App	M&C Saatchi Abel
Silver	Brand Identity & Collateral Design - General Collateral	South Africa	Nando's	Reflections from home	Global Crockery System	Sunshinegun
Silver	Creative Use of Paper	South Africa	Unilever	The OMO Book of Dirt	OMO	Ogilvy Cape Town & Ogilvy Africa
Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Rand Merchant Bank	Think Bench	Corporate Investment Banking	Promise
Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Mad Giant	Mad Giant brewery and restaurant	Mad Giant beer	Haldane Martin Iconic Design
Silver	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Nando's	Da nossa terra (from our soil)	Nando's PERi-Gin & Moonshine	Sunshinegun
Silver	Broadcast Design & Graphics	South Africa	DStv	Multidesign - Idents 2017	Channel O	Wicked Pixels
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Zeitz Museum of Contemporary Art Africa	The Zeitz MOCAA: Identity Programmes	Zeitz Museum of Contemporary Art Africa	M&C Saatchi Abel
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Mavana	A place like no other	Nosy Ankao Island	Xfacta
Bronze	Brand Identity & Collateral Design - Logos	South Africa	Equilibrium	Equilibrium Logo	Audiology, Hearing & Balance Practice	Switch Brand SA
Bronze	Brand Identity & Collateral Design - Logos	South Africa	National	National	Security & Safety	Grid Worldwide Branding (Pty) Ltd
Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	FNB	Courageous	Poster	Hitchcock Michalski
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	M&C Saatchi Abel	It's Going to be Wild	Calendar	M&C Saatchi Abel
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Sunshinegun	Sun's Out. Gun's Out	Handguns/Festive season gift	Sunshinegun
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	SADAG	Everyday Colours	Mental Health	34°

Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Unilever South Africa	Reinvention Kitchen	Robertsons Herbs & Spices	The Hardy Boys
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	Namibia	Standard Bank Namibia	Standard Bank Buy-a-Brick CSI – “The Shack”	CSI Initiative	Advantage Y&R
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Autograph Distillery	Autograph Gin	Autograph Gin	OFYT Marketing & Communications (Pty) Ltd
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Garagista	Like the beer? Buy the brewery	For Sale Ale	DUKE
Bronze	Three Dimensional & Environmental Design - Furniture Design	South Africa	Goedgedaght	Imaginative desks	Grow Peace POP centres	Bittersuite - Cape Town, South Africa
Bronze	Publication Design - Whole Publication	United Arab Emirates	One Foods	The 25% Less Cookbook	Sadia	Impact BBDO Dubai
Campaign Craft Gold	Design Crafts - Photography	South Africa	Tiger Brands	Doomed Insects - Fly, Cockroach, Ant	Doom	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Campaign Craft Gold	Design Crafts - Art Direction / Graphic Design	South Africa	Distell	Nederburg Stories - A Story For The Bold-Hearted, Born In The Shadows, Written On A Sea Breeze	Nederburg	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Craft Gold	Design Crafts - Illustration	South Africa	MTN	MTN Illustration	MTN Illustration style	Grid Worldwide Branding (Pty) Ltd
Craft Certificate	Design Crafts - Illustration	South Africa	Goedgedaght	Circus Ringmaster	Grow Peace POP centres	Bittersuite - Cape Town, South Africa
Craft Certificate	Design Crafts - Typography	South Africa	MTN	MTN Brighter Sans	MTN Typography System	Grid Worldwide Branding (Pty) Ltd
DIGITAL & INTERACTIVE COMMUNICATION						
Grand Prix	Digital Integrated Campaign	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Campaign Gold	Data Driven Campaign	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Campaign Gold	Data Driven Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Gold	Digital & Interactive - Social Media	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Data Driven Campaign	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Digital Integrated Campaign	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Campaign Silver	Digital Integrated Campaign	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Silver	Digital Integrated Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Silver	Digital & Interactive - Display Advertising	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Silver	Digital & Interactive - Social Media	United Arab Emirates	Connect	Slow Trends	Connect Boundless	TBWA/RAAD
Silver	Digital & Interactive - Applications, Games & Interactive tools	Kenya	Kenya Tourism Board	Culture Captcha	Magical Kenya	Scanad

Campaign Bronze	Digital & Interactive - Display Advertising	South Africa	Tiger Brands	Most Annoying Banner, Breeding Banner	Doom	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Campaign Bronze	Data Driven Campaign	South Africa	Investec	Insterview - The Instagram Interview	Investec	Wunderman South Africa
Campaign Bronze	Data Driven Campaign	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Campaign Bronze	Digital Integrated Campaign	South Africa	Sanlam	Mha Nam National Savings Month	Financial products	King James Group
Campaign Bronze	Digital Integrated Campaign	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Bronze	Digital & Interactive - Website or Microsite	South Africa	Sanlam	Sanlam Family Fortune	Sanlam Private Wealth	King James Group
Bronze	Digital & Interactive - Social Media	South Africa	Santam	#whatidratherdo	Santam	King James Group
Bronze	Digital & Interactive - Social Media	South Africa	Volkswagen	#Marco #Polo	Polo	Ogilvy Cape Town
Bronze	Digital & Interactive - Social Media	South Africa	Investec	Insterview - The Instagram Interview	Investec	Wunderman South Africa
Bronze	Digital & Interactive - Social Media	South Africa	Mercedes-Benz	Growl	AMG	Net#work BBDO
Bronze	Digital & Interactive - Social Media	United Arab Emirates	Nissan KSA	#SheDrives	Institutional	TBWA\RAAD
Craft Gold	Digital Crafts - Writing	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Craft Gold	Digital Crafts - Music & Sound Design	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Craft Certificate	Digital Crafts - Use of Technology	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Craft Certificate	Digital Crafts - Use of Technology	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Craft Certificate	Digital Crafts - Music & Sound Design	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
OUTDOOR & OUT OF HOME						
Gold	In-Store	South Africa	Garagista	Like the beer? Buy the brewery	For Sale Ale	DUKE
Gold	Direct Mail	South Africa	GreatStock	The Anthology of Great (Stock) Poetry	Image Library	Joe Public
Silver	Outdoor Media	Israel	Access Israel	People Not Symbols	Easy Parking Access for Handicapped	Leo Burnett Israel
Silver	Outdoor Media	South Africa	POWA	News you need to see	Women's rights	Joe Public United
Silver	In-Store	United Arab Emirates	Citibank	Hidden Hindi Posters - Tea	Moneytransfer	Horizon FCB Dubai
Silver	In-Store	United Arab Emirates	Amnesty International	Skins of Peace	Campaign against Islamophobia	TBWA\RAAD
Campaign Bronze	Outdoor Media	Saudi Arabia	NOD	Tag Life - Heart, kidney, Eyes, Liver	Organ Donation	J. Walter Thompson KSA
Campaign Bronze	Outdoor Media	South Africa	Allan Gray	True Rewards Take Time - Best Time, Times Change, New Money, Throw Time	Allan Gray	King James II
Bronze	Outdoor Media	South Africa	Wrigley	Shrink the Rainbow	Skittles	DDB
Bronze	Outdoor Media	South Africa	Keepit100	Burning Billboard	Keepit100	Joe Public Ignite
Bronze	Outdoor Media	South Africa	Nike	Zoo Lake Community Basketball Courts	Basketball Apparel	Futura with Faatimah Mohamed-Luke & Karabo Moletsane

Bronze	Outdoor Media	South Africa	Comair	Defaced Billboard	kulula.com	McCann Worldgroup South Africa
Bronze	Transit & Air	South Africa	Edward Snell	#IAMNEXT	Russian Bear Vodka	Loxion Conexion
PRINT COMMUNICATION						
Grand Prix	Tactical use of Newspaper	South Africa	Nando's	#rightmyname	PERI-PERi Chicken	M&C Saatchi Abel
Campaign Gold	Newspaper Advertising	South Africa	Sanlam	2 Minute Shower Songs - Press Springbok Nude, Goodluck, Kwesta, Mi Casa	2 Minute Shower Songs	King James Group
Gold	Tactical use of Newspaper	South Africa	POWA	News you need to see	POWA	Joe Public United
Campaign Silver	Newspaper Advertising	South Africa	National Geographic Kids	Life Beyond the Logo - Angry Birds, Red Bull, Puma	National Geographic Kids Magazine	FoxP2
Campaign Silver	Newspaper Advertising	South Africa	Apartheid Museum	Past and Present - Verwoerd, Botha, Smuts	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Newspaper Advertising	Turkey	UNDP	Istanbul Green Cemeteries - Kocasinan, Bagcilar, Gungoren	Social Responsibility Project	TBWA REKLAM HIZMETLERI A.S.
Campaign Silver	Indoor Posters	South Africa	Chicken Licken	ALittle Hungry - Temple, Mine, Bank	Slyders	Joe Public United
Silver	Tactical use of Newspaper	Kenya	Daily Nation	No Nation	Newspaper	Scanad
Campaign Bronze	Newspaper Advertising	United Arab Emirates	Go Sport	The Men's Sale - Lina, Dhaliya, Fatiha	Go Sport Sales	TBWARAAD
Campaign Bronze	Newspaper Advertising	South Africa	National Geographic Kids	See Nature At Its Best - Aurora Borealis, Whale, Peacock, Wildebeest	Magazine	FOXP2
Campaign Bronze	Newspaper Advertising	Kenya	Airtel	Chase - Lion & Wildebeest, Cheetah & Gazelle, Shark & Seal	Airtel Internet	Ogilvy & Mather Africa
Campaign Bronze	Newspaper Advertising	South Africa	MTN South Africa	MTN Emojicons - Ghost, Snowman, Poo	Brand	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	United Arab Emirates	Nissan	Camelpower - Hump, Nostrils, Heart, Leg	Nissan Desert Lineup	TBWARAAD
Campaign Bronze	Indoor Posters	South Africa	Apartheid Museum	The Old South Africa Flag - Segregation, Police Brutality, Youth	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	South Africa	Hasbro	The Art of Playing with Your Food - Lichtenstein, Warhol, Banksy	Play-doh Kitchen Creations	TWO.AMAgency
Campaign Bronze	Indoor Posters	Turkey	Land Rover	Don't Drink and Drive - Carambola, Peyote, Ayahuska	Borusan Otomotiv	TBWA REKLAM HIZMETLERI A.S.
Bronze	Newspaper Advertising	South Africa	Brand South Africa	Amandla	Freedom Day	The Odd Number (Pty) Ltd
Bronze	Tactical use of Newspaper	South Africa	Reckitt Benckiser	Christmas Wrapping Paper	Nurofen Headache Tablets	McCann Worldgroup South Africa
Bronze	Indoor Posters	South Africa	Readers' Warehouse	Cookbooks	Readers' Warehouse	Grey Advertising Africa (Pty) Ltd
Bronze	Branded Content Print	South Africa	Cipla SA	Bronki Boosters	Bronki Booster Comic Book	VML South Africa (Pty) Ltd
Campaign Craft Gold	Print Crafts - Illustration	South Africa	Chicken Licken	ALittle Hungry - Mine, Temple, Bank	Slyders	Joe Public United
Craft Gold	Print Crafts - Writing	South Africa	GreatStock	The Anthology of Great (Stock) Poetry	Image Library	Joe Public
Craft Gold	Print Crafts - Typography	United Arab Emirates	Citibank	Hidden Hindi Posters - Tea	Moneytransfer	Horizon FCB Dubai
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	One School at a Time	Education is a Weapon - Crime, Poverty, Ignorance	One School at a Time	Joe Public United

Campaign Craft Certificate	Print Crafts - Illustration	Kenya	Shell	Engine - Car, Truck	Fuel Save	Scanad
Campaign Craft Certificate	Print Crafts - Illustration	Kenya	Airtel	Chase - Cheetah & Gazelle, Lion & Wildebeest, Shark & Seal	Airtel Internet	Ogilvy & Mather Africa
Campaign Craft Certificate	Print Crafts - Illustration	South Africa	Sanlam	2 Minute Shower Songs - Press Springbok Nude Girls, Mi Casa, Goodluck	2 Minute Shower Songs	King James Group
Campaign Craft Certificate	Print Crafts - Typography	South Africa	Apartheid Museum	Past and Present - Verwoerd, Smuts, Botha	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Craft Certificate	Print Crafts - Art direction	South Africa	Devil's Peak Brewing Company	The One Armed Beer Bandit	Craft Beer	J. Walter Thompson JHB
Craft Certificate	Print Crafts - Typography	South Africa	Absa	Give Art Life - Portrait	L'Atelier	CULLINAN
SHARED VALUE						
Campaign Gold	Shared Value	Kenya	M-Agriculture	Digi Farm: Connecting smallholder farmers	Digi Farm	Safaricom PLC
Campaign Gold	Shared Value	South Africa	Unilever	Unilever's Sustainable Living Plan	Sustainable Living Plan	Digitas Liquorice
Campaign Silver	Shared Value	South Africa	Vitality	Vitality Active Rewards	Active Rewards	Discovery
Campaign Silver	Shared Value	South Africa	PepsiCo	Simba Hawker Loyalty and Entrepreneur Development Project	Simba	PepsiCo
Campaign Bronze	Shared Value	South Africa	AB InBev	#NoExcuse - Integrated Campaign	Carling Black Label	Ogilvy Cape Town
Campaign Bronze	Shared Value	Lebanon	Bou Khalil	Em Khalil	Corporate	J. Walter Thompson Beirut
STUDENT						
Campaign Gold	Student - Indoor Posters	South Africa	The Lion Match Company	Ignite Memories - Fireside stories, Homework by candlelight, Learning to cook with Gogo, Your friend in dark nights, Braai Day	Lion Safety Matches	University of Johannesburg
Gold	Student - Motion Graphics, Animation & Short Film	South Africa	Glitch	Glitch	Channel brand	North-West University
Gold	Student - Publication Design	South Africa	Femodernist	Femodernist: Eileen Gray	Femodernist	AAA School Of Advertising Cape Town
Gold	Student - Live Communications	South Africa	Rape Crises Cape Town Trust	Never Should You Ever	Awareness Video	AAA School Of Advertising Cape Town
Campaign Silver	Student - Facebook Challenge	South Africa	International Federation of Red Cross and Red Crescent Societies	Helpin' Hands	Homework Diaries	Vega
Silver	Student - Newspaper & Magazine Advertising	South Africa	Nat Geo Kids	Palette surgeonfish	Nat Geo Kids	AAA School of Advertising
Silver	Student - Newspaper & Magazine Advertising	South Africa	Fugard Theatre	Spotlight 1	Theatre	Stellenbosch Academy of Design and Photography
Silver	Student - Logos and Identity Programmes	South Africa	De Jager / Kaprey	Hire Us	Personal Branding	Vega
Silver	Student - Collateral Design	South Africa	Montagu Dried Fruit	Montagu	Dried Fruit Promotional	Vega
Silver	Student - Collateral Design	South Africa	Eat Kayamandi	PIMP MY KITCHEN - Eat Kayamandi	Vendor station	Stellenbosch Academy of Design and Photography
Silver	Student - Collateral Design	South Africa	Content	World of Content	World of Content Collateral	The Open Window
Silver	Student - Publication Design	South Africa	Content	Book of Content	Content Informational Booklet	The Open Window

Silver	Student - Publication Design	South Africa	Self	Black: A Study of the Darkest Colour	Black: A Study of the Darkest Colour	AAA School Of Advertising Cape Town
Silver	Student - Package Design	South Africa	Kelloggs	Toucan Sam	Froot Loops	Vega
Silver	Student - Digital Media	South Africa	Volk & Vaderland	Volk & Vaderland	Interactive Installation	North-West University
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray & Cook	Sticky songs - Sweet Caroline, Barbie girl	Non-stick cooking spray	AAA School of Advertising
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray and Cook	No man left behind, - Muffin, Toast, Pancake	Non-Stick Cooking spray	AAA School Of Advertising Cape Town
Campaign Bronze	Student - Facebook Challenge	South Africa	Federation of Red Cross and Red Crescent Societies	The things Gogo says	Cholera Awareness	AAA School Of Advertising Cape Town
Campaign Bronze	Student - Facebook Challenge	Nigeria	International Federation of Red Cross and Red Crescent Societies (IFRC)	Give a Soap	Cholera Campaign	02 academy Lagos
Campaign Bronze	Student - Integrated Campaign	South Africa	Operation Smile	Smile	Operation Smile	Vega
Bronze	Student - Radio Commercials & Branded Content	South Africa	Safair	New-born	Budget airline	AAA School Of Advertising Cape Town
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Skip	All Grays	Washing powder	AAA School Of Advertising Cape Town
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray & Cook	Cup Cake	Non-stick cooking spray	AAA School of Advertising
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Ricoffy	If You're New To Coffee	Instant Coffee Sachet	Stellenbosch Academy of Design and Photography
Bronze	Student - Out of Home	South Africa	DBV SPCA	Get More Dog	Mixed Breed	Vega
Bronze	Student - Out of Home	South Africa	Arrive Alive	Now You See Me 2	Reflective Spray	Stellenbosch Academy of Design and Photography
Bronze	Student - Logos and Identity Programmes	South Africa	Self-promotion	The Serial Perfectionist	Self-promotion	Stellenbosch Academy of Design and Photography
Bronze	Student - Logos and Identity Programmes	South Africa	Di-ne-wo	Di-ne-wo Identity	Identity System	The Open Window
Bronze	Student - Collateral Design	South Africa	Scarfini	Zed.En Fin	Zed.En Fin	Vega
Bronze	Student - Collateral Design	South Africa	De Jager / Kaprey	Hire Us	Direct Mailer	Vega
Bronze	Student - Collateral Design	South Africa	Self	CMYK Stories	CMYK Stories Project	AAA School Of Advertising Cape Town
Bronze	Student - Package Design	South Africa	Clover	Clover by Clover	Fresh Milk	AAA School Of Advertising Cape Town
Bronze	Student - Furniture Design	South Africa	Hlala	Hlala (sit)	Desk chair bag	Red and Yellow Creative School of Business (Pty) Ltd
Campaign Craft Gold	Student - Print & Design Crafts - Illustration	South Africa	n.a	The end is nigh - I, II, III	n.a	The Open Window
Campaign Craft Certificate	Student - Television, Film & Video Crafts	South Africa	Muurpapier Films	Skof	Short Film	North-West University

Campaign Craft Certificate	Student - Print & Design Crafts - Photography	South Africa	n.a	It is well: An ode to Karabo series	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	Sharp Sharp	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	The Earth before us	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	The first Ymbryne	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Typography	South Africa	Self	Sew Far, Sew Good	Book	AAA School Of Advertising Cape Town
Craft Certificate	Student - Print & Design Crafts - Photography	South Africa	None	Be Bold	None	Stellenbosch Academy of Design and Photography

PR & MEDIA COMMUNICATION

Campaign Gold	PR & Media Communication Campaign	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Gold	PR & Media Communication Campaign	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	PR & Media Communication Campaign	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Campaign Silver	PR & Media Communication Campaign	United Arab Emirates	Nissan KSA	#SheDrives	Institutional	TBWARAAD
Campaign Bronze	PR & Media Communication Campaign	South Africa	Sanlam	UK'shona Kwelanga - the first WhatsApp Drama Series	My Choice Funeral Plans	King James Group
Campaign Bronze	PR & Media Communication Campaign	South Africa	AB InBev	Not That Newlands	Newlands Spring Brewery	King James Group
Campaign Bronze	PR & Media Communication Campaign	South Africa	Apartheid Museum	Bill of Rights	Apartheid Museum	Joe Public United
Campaign Bronze	PR & Media Communication Campaign	United Arab Emirates	Connect	Slow Trends	Connect Boundless	TBWARAAD

LIVE EVENTS, ACTIVATIONS & SPONSORSHIPS

Gold	Live Activations	South Africa	AB InBev	Soccer Song for Change - Activation	Carling Black Label	Ogilvy Cape Town
Silver	Live Events	United Arab Emirates	UN Women	Bridal Uniform	Child Marriage	Impact BBDO Dubai
Silver	Ambient	United Arab Emirates	Mars	The Hunger Proof Football Experience	Snickers	Impact BBDO Dubai
Silver	Ambient	Israel	Access Israel	People Not Symbols	Easy Parking Access for Handicapped	Leo Burnett Israel
Silver	Ambient	South Africa	Apartheid Museum	Bill of Rights	Apartheid Museum	Joe Public United
Bronze	Live Events	South Africa	Mercedes-Benz	X-Class Launch	X-Class	WWP Group
Bronze	Live Events	South Africa	Absa	Give Art Life	L'Atelier	CULLINAN
Bronze	Ambient	South Africa	Insurance driven by the AA	While you were out we got in	AA insurance	House of Brave
Bronze	Ambient	South Africa	DARG Domestic Animal Rescue Group	Test Run a Dog	DARG Domestic Animal Rescue Group	M&C Saatchi Abel
Bronze	Ambient	South Africa	Siemens	The Siemens Air Drop	Siemens	King James II

Craft Certificate	Live Crafts	South Africa	DStv	Halloween Sleepover	DStv	Ogilvy Johannesburg
Craft Certificate	Live Crafts	South Africa	AB InBev	Castle Lite Unlocks 2017	Castle Lite	Glen21 Entertainment
Craft Certificate	Live Crafts	United Arab Emirates	Louvre Abu Dhabi	Highway Gallery	Louvre Abu Dhabi	TBWARAAD
MEDIA INNOVATION						
Gold	Media Innovation - Single Medium	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Gold	Media Innovation - Single Medium	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel and The MediaShop
Campaign Silver	Media Innovation - Media Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Silver	Media Innovation - Single Medium	South Africa	AB InBev	Soccer Song for Change - Media	Carling Black Label	Ogilvy Cape Town
Silver	Media Innovation - Single Medium	Kenya	Kenya Tourism Board	Culture Captcha	Magical Kenya	Scanad
Campaign Bronze	Media Innovation - Media Campaign	South Africa	American Swiss, The Foschini Group	Drop the Hint	Jewellery	VML South Africa (Pty) Ltd
Campaign Bronze	Media Innovation - Media Campaign	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Campaign Bronze	Media Innovation - Media Campaign	United Arab Emirates	Amnesty International	Skins of Peace	Campaign against Islamophobia	TBWARAAD
Bronze	Media Innovation - Single Medium	South Africa	Apartheid Museum	Bill of Rights	Apartheid Museum	Joe Public United
RADIO						
Grand Prix	Branded Content Radio & Audio	United Arab Emirates	Louvre Abu Dhabi	Highway Gallery	Louvre Abu Dhabi	TBWARAAD
Campaign Gold	Internet & Mobile Audio Commercials	South Africa	Sanlam	2 Minute Shower Songs - Desmond & the Tutus - Teenagers, Rouge - Déjà Vu, Kwesta - Boomshakalaka, Goodluck - Taking It Easy, Francois Van Coke - Dit R	2 Minute Shower Songs	King James Group
Campaign Gold	SA Non-English Radio Station Commercials	South Africa	Toyota	Hill Assist Just Another Road, "Lobola", "Anniversary", "Boss Man"	Hilux	FCB Johannesburg
Gold	Radio Station Commercials	South Africa	Apartheid Museum	Verwoerd	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Radio Station Commercials	South Africa	Flight Centre Youth & Adventure	World Gone Mad - Swim, Date, Festival	Youth & Adventure	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Radio Station Commercials	South Africa	Chicken Licken	Far Fetched - Spike Lee, Catch it, Kiss	Brand	Joe Public United
Campaign Silver	Radio Station Commercials	South Africa	Windhoek	Perfect time. Perfect beer. - Slay Queen Makoti, Woodchuck, Mazonkeng	Windhoek Beer	M&C Saatchi Abel
Silver	Branded Content Radio & Audio	South Africa	AB InBev	Soccer Song for Change - Branded Audio Content	Carling Black Label	Ogilvy Cape Town
Silver	Branded Content Radio & Audio	South Africa	Sanlam	Lives of Grace	Sanlam MyChoice funeral plan	King James Group
Silver	SA Non-English Radio Station Commercials	South Africa	South African Tourism	It's your Country. Enjoy It. Wine	Domestic	FCB Johannesburg
Campaign Bronze	Radio Station Commercials	United Arab Emirates	AWR Arabian Automobiles	Fake Parts - Liam Neeson, Morgan Freeman	Nissan Genuine Parts / Service Center	TBWARAAD
Campaign Bronze	Radio Station Commercials	United Arab Emirates	Kafa	Letters - Sister, Mother	Campaign against domestic violence	TBWARAAD
Campaign Bronze	Radio Station Commercials	South Africa	Duracell	Times Change, Power Still Doesn't - Petrol, Black Mirror, Moore's Law	Duracell Batteries	Grey Advertising Africa (Pty) Ltd
Campaign Bronze	Radio Station Commercials	South Africa	AB InBev	Make A Different Friend - the no sense of personal space guy, the pinkie ring guy, the really smart watch guy	Castle Lager	Ogilvy Johannesburg

Campaign Bronze	Internet & Mobile Audio Commercials	South Africa	Voicebank	Searching for Talent - Mshidi, Louise, Murray, Anelle	Joe Public United	Joe Public
Bronze	Radio Station Commercials	South Africa	Takealot	Nice Crowd	Takealot	M&C Saatchi Abel
Bronze	Radio Station Commercials	South Africa	Brand South Africa	Babakhe	Play Your Part	The Odd Number
Bronze	SA Non-English Radio Station Commercials	South Africa	Vodacom	Enkinga	Fibre	Ogilvy Johannesburg
Bronze	SA Non-English Radio Station Commercials	South Africa	Brand South Africa	BVD	Play Your Part	The Odd Number
Bronze	SA Non-English Radio Station Commercials	South Africa	JET	Ungenaphi ebududleni bami?	Jet's plus-size range	Joe Public United
Bronze	SA Non-English Radio Station Commercials	South Africa	Chicken Licken	Danger	Rock My Soul 3	Joe Public United
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Flight Centre Youth & Adventure	World Gone Mad - Swim, Festival, Date	Youth & Adventure	TBWA Hunt Lascaris Johannesburg
Campaign Craft Gold	Radio Crafts - SA Non-English Performance	South Africa	Toyota	Hill Assist Just Another Road, "Lobola", "Anniversary", "Boss Man"	Hilux	FCB Johannesburg
Craft Gold	Radio Crafts - Original Music & Sound Design	South Africa	AB InBev	Soccer Song for Change - Craft	Carling Black Label	Ogilvy Cape Town
Campaign Craft Certificate	Radio Crafts - Direction	South Africa	Flight Centre Youth & Adventure	World Gone Mad - Festival, Date, Swim	Youth & Adventure	TBWA Hunt Lascaris Johannesburg
Campaign Craft Certificate	Radio Crafts - Writing	South Africa	Chicken Licken	Far Fetched - Spike Lee, Kiss, Catch it	Brand	Joe Public United
Campaign Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Sanlam	2 Minute Shower Songs - Rouge - Déjà Vu, Goodluck - Taking It Easy, Desmond & the Tutus - Teenagers, Kwesta - Boomshakalaka, Francois Van Coke - Dit R	2 Minute Shower Songs	King James Group
Campaign Craft Certificate	Radio Crafts - Performance	South Africa	Takealot	Make Winter Great Again - Yo Momma's Door, Nice Crowd, Bing!	Takealot	M&C Saatchi Abel
Campaign Craft Certificate	Radio Crafts - SA Non-English Writing	South Africa	Toyota	Hill Assist Just Another Road, "Lobola", "Anniversary", "Boss Man"	Hilux	FCB Johannesburg
Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Universal Music South Africa	Masekela Tribute	South African Jazz Music	Havas Johannesburg
Craft Certificate	Radio Crafts - Performance	South Africa	Sanlam	Lives of Grace	Sanlam MyChoice funeral plan	King James Group
FILM COMMUNICATION						
Grand Prix	Branded Content Video - Series	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Campaign Gold	Branded Content Video - Series	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Gold	TV & Cinema Commercials - up to 90s	United Arab Emirates	Landmark Group	Greed	Centrepont	Impact BBDO Dubai
Gold	Internet Video - above 30s	South Africa	Mercedes-Benz	Return to Chapman's Peak	S-Class	Net#work BBDO
Gold	Music Videos	South Africa	H2The	High On You	High On You Single song	Meow Meow Woof
Campaign Silver	Branded Content Video - Series	South Africa	ZANG Caffeinated Chocolate	Episode 1: The Birth of a Tasty Hero	ZANG Caffeinated Chocolate	M&C Saatchi Abel
Silver	TV & Cinema Commercials - up to 90s	South Africa	KFC	KFC World Cup	cob	Ogilvy Cape Town
Silver	TV & Cinema Commercials - up to 90s	South Africa	Western Cape Government	Boys TVC	Safely Home	FCB Cape Town
Silver	TV & Cinema Commercials - above 90s	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Joe Public United
Silver	Internet Video - above 30s	South Africa	#HopeJoanna	#HopeJoanna	#HopeJoanna	Grid Worldwide Branding (Pty) Ltd

Silver	TV Trailers & Content Promos	South Africa	SuperSport	Sonny Bill F*cks Warner's wife	SuperSport	T+W and SuperSport
Silver	Branded Content Video - Single	United Arab Emirates	Nissan KSA	#SheDrives	Institutional	TBWARAAD
Silver	Music Videos	South Africa	Nakhane Toure	Clairvoyant	Single	The Bomb shelter
Silver	Music Videos	South Africa	Kwesta	Spirit	Single	The Bomb shelter
Silver	SA Non-English Film	South Africa	Allan Gray	Father's Share	Allan Gray	King James II
Campaign Bronze	TV & Cinema Commercials - up to 90s	Saudi Arabia	Saudi Telecom Company	EMBRACEING THE STEREOTYPE - Foodie, Selfie, FOMO, YOLO	Pre-paid	J. Walter Thompson KSA
Campaign Bronze	TV Trailers & Content Promos	South Africa	Cell C	Twisted Trailers - Cloverfield, World War Z, A Beautiful Mnd	Online entertainment	Joe Public United
Campaign Bronze	Branded Content Video - Series	South Africa	Sanlam	Sanlam Family Fortune	Sanlam Private Wealth	King James Group
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Volkswagen	The Learner	Volkswagen for Life.	Ogilvy Cape Town
Bronze	TV & Cinema Commercials - up to 90s	United Arab Emirates	Mars	Mountain Climber	Snickers	Impact BBDO Dubai
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Volkswagen	Red Flashy Thingy	Polo	Ogilvy Cape Town
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Standard Bank	We're coming for you	Sponsorship	TBWA Hunt Lascaris Johannesburg
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Trace	Never Expire	Trace Mobile	Net#work BBDO
Bronze	TV & Cinema Commercials - above 90s	South Africa	AB InBev	#NoExcuse	Carling Black Label	Ogilvy Cape Town
Bronze	TV & Cinema Commercials - above 90s	South Africa	FNB	The Helpers	FNB Sponsorship	Grid Worldwide Branding (Pty) Ltd
Bronze	TV & Cinema Commercials - above 90s	South Africa	Brand South Africa	Dala What You Must	Constitution Awareness	The Odd Number (Pty) Ltd
Bronze	Internet Video - above 30s	United Arab Emirates	Landmark Group	The Boy Nobody Could See	Centrepont	Impact BBDO Dubai
Bronze	Internet Video - above 30s	South Africa	AB InBev	Not That Newlands	Newlands Spring Brewery	King James Group
Bronze	Internet Video - above 30s	Nigeria	9Mobile (Previously Etisalat Nigeria)	Closed - A Short Film	Etisalat Prize for Literature	Up In The Sky NG
Bronze	Other Screens	South Africa	Dubai Municipality	Dubai Frame - Future Zone	Dubai Frame	Wicked Pixels
Bronze	Branded Content Video - Single	South Africa	WAIF	Repertoire	WAIF Jewellery	Patriot Films
Bronze	Branded Content Video - Single	South Africa	South African Tourism	Bheki the Mbhaco Maker	South African Tourism	FCB Johannesburg
Bronze	Music Videos	South Africa	Original Swimming Party feat. Moonchild Sanelly	Biggest Curse	Biggest Curse	Ola Films
Craft Gold	Film Crafts - Direction	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Romance Films
Craft Gold	Film Crafts - Cinematography	United Arab Emirates	Landmark Group	Greed	Centrepont	Impact BBDO Dubai
Craft Gold	Film Crafts - Production Design	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Romance Films
Craft Gold	Film Crafts - Animation	South Africa	Cerebos	Snow	Cerebos Salt	FCB Durban & Tulips&Chimneys & blackginger
Craft Gold	Film Crafts - Special Visual Effects	South Africa	Chicken Licken	Sbu 2.0	Hot Wings	Bladeworks & Chocolate Tribe

Craft Gold	Film Crafts - Performance	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Romance Films
Craft Certificate	Film Crafts - Direction	United Arab Emirates	Landmark Group	The Boy Nobody Could See	Centrepont	Impact BBDO Dubai
Craft Certificate	Film Crafts - Direction	United Arab Emirates	Landmark Group	Greed	Centrepont	Impact BBDO Dubai
Craft Certificate	Film Crafts - Direction	South Africa	Chicken Licken	Icelandic Boy	Chicken Boerie Burger	They Shoot Films
Craft Certificate	Film Crafts - Cinematography	South Africa	Nedbank	Bird's Eye View	CIB	0307 Films
Craft Certificate	Film Crafts - Cinematography	South Africa	Indiefin	Be Indie	Life Insurance	Bioscope Films / Bain & Bunkell
Craft Certificate	Film Crafts - Cinematography	South Africa	Chicken Licken	Icelandic Boy	Chicken Boerie Burger	They Shoot Films
Craft Certificate	Film Crafts - Writing	United Arab Emirates	Landmark Group	Greed	Centrepont	Impact BBDO Dubai
Craft Certificate	Film Crafts - Writing	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Craft Certificate	Film Crafts - Writing	South Africa	H2The	High On You	High On You Single song	Meow Meow Woof
Craft Certificate	Film Crafts - Writing	South Africa	Ster-Kinekor	The Reign of Ian	Ster-Kinekor Theaters	FoxP2
Craft Certificate	Film Crafts - Production Design	South Africa	Allan Gray	Father's Share	Long-Term Investing	Plank Film Productions
Craft Certificate	Film Crafts - Production Design	South Africa	Econet Media	The Great Escape	Kwesé	King James II
Craft Certificate	Film Crafts - Animation	South Africa	Batch	The Diver	Animation, motion design and illustration services	We Are Batch Tv
Craft Certificate	Film Crafts - Animation	South Africa	Chicken Licken	Jony Ive Sboofed	Feed My Craving 10	Chocolate Tribe
Craft Certificate	Film Crafts - Editing	South Africa	Indiefin	Be Indie	Life Insurance	Bioscope Films / Bain & Bunkell
Craft Certificate	Film Crafts - Editing	South Africa	Trace	Never Expire	Trace Mobile	Net#work BBDO
Craft Certificate	Film Crafts - Original Music & Sound Design	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Produce Sound
Craft Certificate	Film Crafts - Original Music & Sound Design	South Africa	Pernod Ricard South Africa	Absolut One Source Live - Africa on Fire	Absolut Vodka	VML South Africa
Craft Certificate	Film Crafts - Best Use of Licensed Music	South Africa	Chicken Licken	SBU 2.0	Feed My Craving 10	Joe Public
Craft Certificate	Film Crafts - Performance	South Africa	Chicken Licken	Icelandic Boy	Chicken Boerie Burger	They Shoot Films
Craft Certificate	Film Crafts - SA Non-English Performance	South Africa	Allan Gray	Father's Share	Long-Term Investing	Plank Film Productions
INTEGRATED CAMPAIGN						
Grand Prix	Integrated Campaign	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Campaign Gold	Integrated Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Campaign Silver	Integrated Campaign	South Africa	AB InBev	#NoExcuse - Integrated Campaign	Carling Black Label	Ogilvy Cape Town
Campaign Silver	Integrated Campaign	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Campaign Bronze	Integrated Campaign	United Arab Emirates	Mars	The Hunger Proof Football Experience	Snickers	Impact BBDO Dubai

Campaign Bronze	Integrated Campaign	South Africa	OLX	Set yourself economically free	OLX App	Black River FC
Campaign Bronze	Integrated Campaign	South Africa	Allan Gray	True Rewards Take Time	Allan Gray	King James II
Campaign Bronze	Integrated Campaign	South Africa	Webafrica	Webafrica Effing Fast Internet	Fibre Internet	The Jupiter Drawing Room, Cape Town
EFFECTIVE CREATIVITY						
Campaign Gold	Effective Creativity	South Africa	Pernod Ricard South Africa	Absolut One Source	Alcoholic Beverage	VML South Africa
Campaign Silver	Effective Creativity	South Africa	Chicken Licken	Afronaut	Hotwings	Joe Public United
Campaign Silver	Effective Creativity	Kenya	Oi Pejeta Conservancy	The World's Most Eligible Bachelor	Oi Pejeta Conservancy	Ogilvy & Mather Africa
Campaign Bronze	Effective Creativity	South Africa	Sanlam	Uk'shona Kwelanga - the first WhatsApp Drama Series	MyChoice Funeral Plans	King James Group
Campaign Bronze	Effective Creativity	United Arab Emirates	Nissan	Camelpower	Desert Lineup	TBW/ARAAD
SERVICE DESIGN						
Campaign Gold	Service Design	South Africa	Nedbank	Nedbank Smart Geyser	Nedbank Smart Geyser	Accenture
Campaign Silver	Service Design	South Africa	Momentum	Momentum Smart Underwriting	Smart Underwriting	Momentum Corporate (division of MMI Group Limited)
Campaign Bronze	Service Design	South Africa	Polyco	Packa-Ching	Packa-Ching Brand	NORTH VCA

That's a wrap, but we're by no means done with our coverage! Visit our [Loeries' Creative Week Durban](#) special section for all the latest updates.

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