

All the Digital, Interactive and Integrated finalists

With judging complete in these categories, the Loeries' Digital and Interactive and Integrated finalists have been announced...



Finalists will be announced each day during Creative Week Durban from 10-13 August.

All winners will be announced at the Awards Ceremonies, 15 - 16 August at the Durban ICC.

All finalists presented here are unaudited results.

IN1A: Digital & Interactive - Online Advertising			
Entrant	Title	Brand	Product
Aqua / Wunderman	Ford Boss Spot	Ford	Blind spot information system
Hellocomputer	Lexus Precognitive Banner	Toyota	Lexus Advanced Pre-Collision System
M&C Saatchi Abel Jhb	Squeaky Browser	Q20	Q20
Ogilvy & Mather Cape Town	Eyes Play Tricks	Audi	Audi Night Vision Assistant
Ogilvy & Mather Cape Town	Own a Piece of South Park	Comedy Central	South Park
Ogilvy & Mather Cape Town	The New Polo Vivo. Anything is possible.	Volkswagen South Africa	Polo Vivo
Ogilvy & Mather Johannesburg	Give me strength Waze	Lucozade	Energy Drink
Ogilvy & Mather Johannesburg	Give me strength YouTube PreRoll	Lucozade	Energy Drink
Ogilvy & Mather Johannesburg	Give me strength we Transfer	Lucozade	Energy Drink
Ogilvy Durban	Window Banner	Decorland	Decorland
IN1B: Digital & Interactive - Email marketing			
Gloo@Ogilvy	#MINITOSPACE	MINI South Africa	Car
Liquorice	Wig Wam	Knorr	whatsfordinner
Network#BBDO	15 Bucks	Chicken Licken	Bang Bang Mx
IN1C: Digital & Interactive - Website			
INJOZI	Meyerton Engineering	Meyerton Engineering	Meyerton Engineering
NXT Digital Innovation	Enactus Website & Student Portal	Enactus	Website & Student Portal
Pier2Pier	Port2Port Website Launch	Port2Port	Fine South African Wines
Y&R SA	GIVA	The Safety Lab	Digital giving platform
IN1D: Digital & Interactive - Microsite			
Hellocomputer	Investec Journal	Investec Asset Management	Investec Journal
Hellocomputer	60 days to Live With Heart	Red Heart Rum	Red Heart Rum
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
Ireland/Davenport	An Ordinarily Extraordinary South African Adventure	South African Tourism	Travel
King James Group	The Gentleman's Wager The Race	Brandhouse Beverages	Johnnie Walker
King James Group	Santam App	Santam	Santam
NATIVE VML	Talking Car	BMW	BMW i3
Network#BBDO	15bucks.co.za	Chicken Licken	Bang Bang Mx
Ogilvy & Mather Cape Town	Scirocco Sonic Highway	Volkswagen South Africa	Scirocco
OgilvyOne Worldwide Nairobi	The World's 1st Smellable Website	Basco Paints Ltd	Duracoat Fragrant Paint Range

Publicis Machine	French Kiss	Publicis Machine	Advertising Agency/Merger
IN1E: Digital & Interactive - Social Media			
Advantage Y&R	Share Blood	World Health Organisation	Blood donor day
Aqua / Wunderman	Say it happy	Coca-Cola South Africa	Coca-Cola
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
IMPACT BBDO Dubai	Give Mom Back Her Name	UN Women	UN Women
IMPACT BBDO Dubai	Goodbye Bad Luck	Loto Libanais	Loto Libanais
Ireland/Davenport	#TheDress	Salvation Army	Carehaven
King James Group	The Gentleman's Wager The Race Insta-Race	Brandhouse Beverages	Johnnie Walker
King James Group	Someone in Cape Town	City of Cape Town	City of Cape Town
King James Group	One Rand Man	Sanlam	Sanlam Brand
Liquorice	Battle Of The Spreads	Pioneer Foods	Marmite & Bovril
Liquorice	#TweetDreams	SA Home Loans	SA Home Loans
Liquorice	Instant Inspiration	Knorr	whatsfordinner
Lowe and Partners Cape Town	Get me to 21	Organ Donor Foundation	Organ Donor Foundation
Ogilvy & Mather Cape Town	PoloTag	Volkswagen South Africa	New Polo
Ogilvy & Mather Johannesburg	More Than A Click	POWA (People Opposing Women Abuse)	POWA (People Opposing Women Abuse)
Ogilvy & Mather Johannesburg	Give me strength YouTube PreRoll	Lucozade	Energy Drink
TBWA\Hunt\Lascaris Durban	Opening of Parliament	TOPS at SPAR	TOPS
TBWA\Hunt\Lascaris Johannesburg	#Unradio	Cliff Central	Online Radio Station
TBWA\Hunt\Lascaris Johannesburg	#ToughDecisions	Médecins Sans Frontières	Awareness / Donations
IN1F: Digital & Interactive - Applications, Games & Interactive tools			
99c	Your Legend Lives On	Tassenberg	Tassenberg
Formula D Interactive	BLOK App	BLOK	BLOK Urban Developments
Mann Made Media	Pixels of Purpose	Barclays Africa	Arrival experience interactive installation
Ogilvy & Mather Johannesburg	Flash & Win	KFC	Food
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
IN2A: Digital & Interactive - Mobile Advertising			
Ogilvy & Mather Cape Town	PoloTag	Volkswagen South Africa	New Polo
Ogilvy & Mather Cape Town	The Uber Test Ride	Volkswagen South Africa	Volkswagen up!
Ogilvy & Mather Johannesburg	Give me strength Waze	Lucozade	Energy Drink
IN2B: Digital & Interactive - Mobile Applications & Sites			
King James Group	Santam App	Santam	Santam
Liquorice	OMO Fast Kids	OMO	OMO Laundry Detergent
M&C Saatchi Abel	Open Your City Mobile Experience	Brandhouse	Heineken
NATIVE VML	Choma	HIV South Africa	Multi-Channel Sex Education Platform
Squad Digital and SCANAD	Capture Kenya - Unexpected Kenya App	Safaricom	Safaricom Calendar
TWO.AMAgency	Col'Cacchio Instagram Spin	Col'Cacchio	Col'Cacchio
IN3A: Digital Integrated Campaign			
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
King James Group	The Gentleman's Wager The Race	Brandhouse Beverages	Johnnie Walker
King James Group	Santam App	Santam	Santam
King James Group	One Rand Man	Sanlam	Sanlam Brand
Liquorice	Instant Inspiration	Knorr	whatsfordinner
Ogilvy & Mather Cape Town	Own a Piece of South Park	Comedy Central	South Park
Ogilvy & Mather Cape Town	PoloTag	Volkswagen South Africa	New Polo
Ogilvy & Mather Johannesburg	You Can Help	FNB	Bank
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
Ogilvy & Mather Johannesburg	Give me strength	Lucozade	Energy Drink
TBWA\Hunt\Lascaris Johannesburg	#ToughDecisions	Médecins Sans Frontières	Awareness / Donations
The Jupiter Drawing Room (South Africa) Cape Town	#FabulousDressProject	Unilever	Skip
Y&R SA	GIVA	The Safety Lab	Digital giving platform

IN4A: Digital Crafts			
ENTRANT	TITLE	BRAND	PRODUCT
Advantage Y&R	Share Blood	World Blood Organisation	Blood donor day
Aqua / Wunderman	Say it happy	Coca-Cola South Africa	Coca-Cola
Aqua / Wunderman	Say it happy	Coca-Cola South Africa	Coca-Cola
FCB South Africa (PTY) LTD	The Lexus Pedestrian Billboard	Toyota South Africa Motors (PTY) LTD	The Lexus NX's Automatic Breaking feature
Formula D Interactive	BLOK App	BLOK	BLOK Urban Developments
Hellocomputer	Lunchbar 50 Years	Lunchbar	Lunchbar
Hellocomputer	Investec Journal	Investec Asset Management	Investec Journal
Hero Strategic Marketing	Get on the road to greatness.	Old Mutual	Old Mutual Brand
INJOZI	Ride Epic 2	Tracker	Tracker
INJOZI	Meyerton Engineering	Meyerton Engineering	Meyerton Engineering
INJOZI and Havas Worldwide Digital	It Pays to Keep the Right Company	Professional Provident Society	PPS
King James Group	The Gentleman's Wager The Race Interface & Navigation	Brandhouse Beverages	Johnnie Walker
King James Group	The Gentleman's Wager The Race Illustration, Photography and Design	Brandhouse Beverages	Johnnie Walker
King James Group	Santam App	Santam	Santam
Liquorice	Battle Of The Spreads	Pioneer Foods	Marmite & Bovril
M&C Saatchi Abel	Spit Braai	takealot.com	Online Shopping
M&C Saatchi Abel	Open Your City Mobile Experience	Brandhouse	Heineken
NATIVE VML (Pty) Ltd PO Number: PO00002998	Talking Car	BMW	BMW i3
Ogilvy & Mather Cape Town	Eyes Play Tricks	Audi	Audi Night Vision Assistant
Ogilvy & Mather Cape Town	Own a Piece of South Park	Comedy Central	South Park
Ogilvy & Mather Cape Town	PoloTag	Volkswagen South Africa	New Polo
Ogilvy & Mather Johannesburg	Give me strength	Lucozade	Energy Drink
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
Ogilvy & Mather Johannesburg	Flash & Win	KFC	Food
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
The New Order	We're Not Hiring	The New Order	The New Order
Thirtyfour	Valentine's Day	Exclusive Books	Exclusive Books
Wicked Pixels	World of Warriors Music Video	World of Warriors	World of Warriors Music Video

XA1A: Integrated Campaign			
Entrant	Title	Brand	Product
BBDO Africa, Abbott Mead Vickers BBDO, Carat SA, Isobar	Made Of Black	Diageo	Guinness
FCB South Africa (PTY) LTD	The Grand Gesture	Netflorist	online flowers & gifting
FOXP2	Losing it all	brandhouse	Drive Dry
FoxP2 CT	The Anti-Hipster Craft Beer	Garagista Beer Co.	Garagista Craft beer
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
IMPACT BBDO Dubai	Goodbye Bad Luck	Loto Libanais	Loto Libanais
IMPACT BBDO Dubai	Give Mom Back Her Name	UN Women	UN Women
J.Walter Thompson	True Love is Rare	J&B	J&B Rare Whisky
J.Walter Thompson	Love the Dark	Marmite	Marmite Spread
J.Walter Thompson	Explore The Night	Smirnoff	Smirnoff Ice Double Black With Guarana
Joe Public	Time is Precious	Dialdirect	Dialdirect Insurance
Joe Public	Take your business to the next level	Nedbank	Business Banking
King James Group	One-of-a-kind	Santam	Santam
King James Group	The Gentleman's Wager The Race	Brandhouse Beverages	Johnnie Walker
King James Group	One Rand Man	Sanlam	Sanlam Brand
Network#BBDO	15 Bucks	Chicken Licken	Bang Bang Mx

Ogilvy & Mather Cape Town	A car that goes places.	Volkswagen South Africa	Volkswagen up!
Ogilvy & Mather Cape Town	A Career You Can Be Proud Of	Media24	Careers24
Ogilvy & Mather Johannesburg	Give Me Strength	Suntory Lucozade	Lucozade
TBWA\Hunt\Lascais Johannesburg	#ToughDecisions	Médecins Sans Frontières	Awareness / Donations
XB1A: Ubuntu Award			
Entrant	Title	Brand	Product
Espresso Engage	Supporting tomorrow's leaders, today!	Siyakha Education Trust	Learning Lab
Geometry Global Dubai	Handle On Hygiene	Unilever	Lifebuoy
Gloo@Ogilvy	You Can Help	FNB	Bank
Havas Worldwide	Recycle to learn	UBCI GROUPE BNP PARIBAS	CORPORATE SOCIAL RESPONSIBILITY
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
Jericho Advertising	Sunlight - Ray of Hope	Unilever	Sunlight 2 in 1
Lumkani	Lumkani Fire Detection	Lumkani	Lumkani Fire Detector
Mathews & Associates Architects	The Cool Capital 2014 Biennale	Mathews & Associates	Designer City Festival
Nando's	Nando's Art Initiative	Nando's Art Initiative	Enterprise Development
NATIVE VML	Made By You & Cavendish Square	Cavendish Square	Shopping centre
Ogilvy & Mather Johannesburg	KFC Add Hope	KFC	Add Hope
Uber Technologies South Africa	UberAssist	Uber	UberAssist
Y&R SA	GIVA	The Safety Lab	Digital giving platform
Y&R SA	Hope Soap	The Safety Lab	Soap
Y&R SA	Reflector Protector	Edward Snell	Coaster
Y&R SA	Be CitySmart	The Safety Lab	Mobile billboard

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