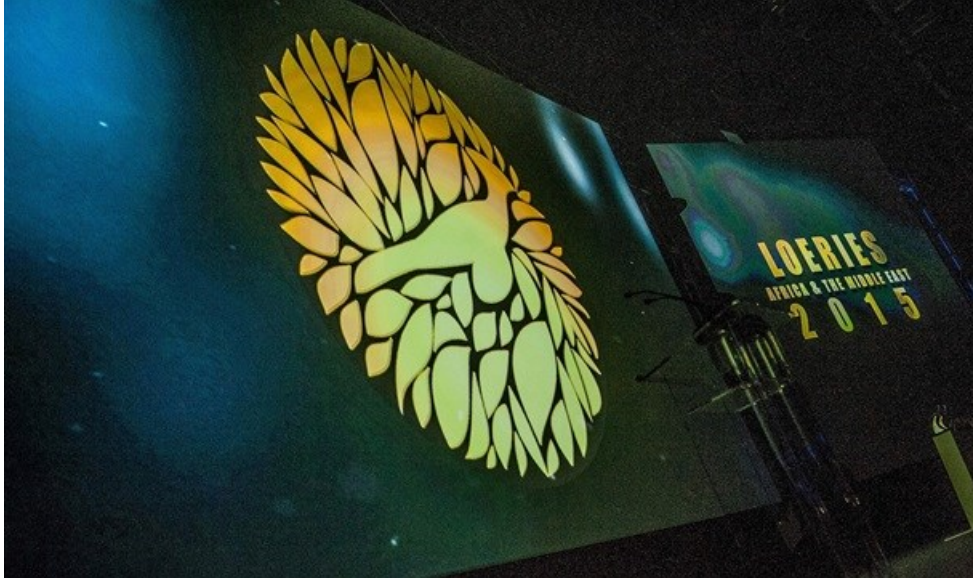


Loeries winners list 2015: Sunday

The Sunday night winners of the 37th Annual Loerie Awards, which took place 16 August 2015 at the Durban ICC, have been announced. Congratulations to all the winners!



One of the highlights of Sunday night's ceremony was the surprise appearance by South African hip-hop kingpin AKA, performing the first official Loeries song, "No".

For the first time in 2015 winners from across the Africa and the Middle East region were announced together in each category.

This year also saw the addition of two new categories - music videos and service design. "The Service Design category is a new one, but a very relevant one given the increasing demand for brands to create meaningful engagement with their customers. I see this category growing from strength to strength. I was very impressed with a few pieces from the Middle East, and a number of the entries displayed super fresh thinking, a big wow factor and tight alignment and relevance to the brand. It was also pleasing to see a strong contingent of work from Africa that showcased creativity and demonstrated significant business results. From a South African perspective there were a few stand-out pieces that really captured the essence of what great service design is about, in that the brand was seamlessly merged into the customer experience and demonstrated the value the brand plays in the consumers life in highly innovative ways," said Gareth Leck, Loeries Jury Chairman for the service design category.

The other new category added this year was the Music Videos category, sponsored by Songstruct. Music video production in the region has seen tremendous growth in both quality and creativity over the last number of years, and this category recognises exceptional work and talent in this sphere.

Only two Grand Prix were awarded this year:

- From South Africa, a Grand Prix was awarded to KFC and Ogilvy & Mather Johannesburg, for 'SoundBite' in the Applications, Games & Interactive tools category.
- From United Arab Emirates, another Grand Prix was awarded to Loto Libanais and IMPACT BBDO Dubai for 'Black Cats On Holiday' in the Branded Content Video category.

Special awards

Effective Creativity Award

Introduced in 2013, the Effective Creativity category, sponsored by Woolworths, allows previous Loerie winning entries to be measured for effective business results. Two Gold Loeries were awarded: from South Africa, Gold was awarded to Coca-Cola and FCB South Africa for Coke 'Bobby'; and from the United Arab Emirates, to Sawamninjah and Geometry Global for Dubai Rescue Radio 'The Rescue Continues'.

Loeries Hall of Fame - Tony Koenderman

Tony Koenderman, editor of AdReview, and associate editor of Finweek, was inducted into the Loeries Hall of Fame, for his outstanding contribution to the industry.

Adams & Adams Young Creatives Award

The award, for exceptional achievement at the age of 27 or younger, went to Melusi Mhlungu and Saf Sindhi. They each received a Gold Loerie plus R50,000, courtesy of Adams & Adams.

A total of 299 awards were handed out in the main categories, with the winners being broken down as follows:

	ALL	Student	Professional
Entries	2944	338	2606
Finalists	1020	106	914
Grand Prix	2	0	2
Gold	35	4	31
Silver	68	9	59
Bronze	120	19	101
Craft Gold	18	1	17
Craft Certificate	56	6	50

The complete list of Sunday night's award winners:

Prize	Category	Country	Brand	Product	Entry Agency	Title
Bronze	Brand Identity & Collateral Design - Logos	Angola	MM Arquitectos	Branding	BACK Brand Advertising Communication Kick Lda.	MM Arquitectos
Bronze	Brand Identity & Collateral Design - Logos	South Africa	Exclusive Books	Exclusive Books	The Switch Design Company SA (Pty) Ltd	Exclusive Books
Campaign Silver	Brand Identity & Collateral Design - Identity Programmes	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba Make. Change.

Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Exclusive Books	Exclusive Books	The Switch Design Company SA (Pty) Ltd	Exclusive Books Corporate Identity
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Coal	New collection	Radar	The Coal Collection
Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	Tiger Brands	Beacon Allsorts	TBWA\Hunt\Lascais Johannesburg	Play-O-Graphics - The Sandwich, The Wagon Wheel, The Cylinder
Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	THB Disturbance	Self Promotion Mailer	The Hardy Boys	Blood, Sweat & Tears
Gold	Brand Identity & Collateral Design - Direct & Promotional Mail	United Arab Emirates	Mercedes-Benz	G-Class	IMPACT BBDO Dubai	The Tribal Rapport Field Guide
Bronze	Brand Identity & Collateral Design - General Collateral	South Africa	Like Giants	Branding	Bittersuite	Interactive Business Cards
Bronze	Brand Identity & Collateral Design - General Collateral	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba Postcards
Gold	Creative Use of Paper	Tunisia	UBCI GROUPE BNP PARIBAS	CORPORATE SOCIAL RESPONSIBILITY	Havas Worldwide	Recycle to learn
Silver	Creative Use of Paper	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba Postcards
Bronze	Creative Use of Paper	South Africa	Trudon	Yellow Pages	360eight	Paper Art
Bronze	Creative Use of Paper	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba Banner - William & Simone
Bronze	Creative Use of Paper	South Africa	Johannesburg Zoo	Night Tours	Y&R SA	Night Tour Shadows
Silver	Three Dimensional & Environmental Design - Architecture	South Africa	SANBI	new attraction to an existing icon	Mark Thomas Architects and Henry Fagan Engineers	The Boomslang
Gold	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Truth Coffee	Roastery and Cafe	Haldane Martin CC	Truth Coffee
Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Nando's	Maponya Mall, Soweto	Design Partnership	Agift to Soweto
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	S.E.E.D Libraries	S.E.E.D Libraries	140 BBDO	S.E.E.D Libraries
Gold	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Gyproc Rhinolite	EasyFill	The New Order	The EasyFill Multitool
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	KFC	Food	Gloo@Ogilvy	SoundBite
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Unilever	Ola Ice Cream	BARROWS	Solar Freezer
Silver	Publication Design - Whole Publication	South Africa	Investec Bank	Quarterly Marketing report	The Switch Design Company SA (Pty) Ltd	Live Out Of The Ordinary Showcase 2015
Silver	Publication Design - Whole Publication	United Arab Emirates	Abdul Latif Jameel Community Initiatives	Annual Review	Brand Union	ALJCI Annual Review
Campaign Bronze	Motion Graphic Design - Broadcast Design & Graphics	South Africa	Mnet	Channel O	Wicked Pixels	Channel Idents

Campaign Bronze	Design Mixed-Media Campaign	South Africa	Design Indaba	Interactive Africa	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba Make. Change.
Campaign Craft Certificate	Design Crafts - Writing	South Africa	Nando's	Global packaging	Famous Copy	Global packaging - A pretty dangerous pita, A full-on affair, That's a wrap, A box's life, A one-hand job
Campaign Craft Certificate	Design Crafts - Illustration	South Africa	Reckitt Benckiser	Mr Min Furniture polish	Havas Worldwide Johannesburg	More can. More Clean. - Staircase, Library, Windows
Campaign Craft Certificate	Design Crafts - Illustration	South Africa	THB Disturbance	Self Promotion Mailer	The Hardy Boys	Blood, Sweat & Tears
Craft Certificate	Design Crafts - Illustration	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	100 Bottles by 100 South Africans
Craft Certificate	Design Crafts - Illustration	South Africa	Lexshell Trading	V&A Waterfront	The Jupiter Drawing Room (South Africa) Cape Town	V&A Stained Glass Windows
Silver	Digital & Interactive - Online Advertising	South Africa	Comedy Central	South Park	Ogilvy & Mather Cape Town	Own a Piece of South Park
Bronze	Digital & Interactive - Online Advertising	South Africa	Lucozade	Energy Drink	Ogilvy & Mather Johannesburg	Give me strength we Transfer
Bronze	Digital & Interactive - Online Advertising	South Africa	Volkswagen South Africa	Polo Vivo	Ogilvy & Mather Cape Town	The New Polo Vivo. Anything is possible.
Bronze	Digital & Interactive - Online Advertising	South Africa	Audi	Audi Night Vision Assistant	Ogilvy & Mather Cape Town	Eyes Play Tricks
Silver	Digital & Interactive - Website	South Africa	The Safety Lab	Digital giving platform	Y&R SA	GIVA
Bronze	Digital & Interactive - Website	South Africa	Meyerton Engineering	Meyerton Engineering	INJOZI	Meyerton Engineering
Silver	Digital & Interactive - Microsite	South Africa	Peninsula School Feeding Association	Social Feed	Hellocomputer	Social Feed
Silver	Digital & Interactive - Microsite	South Africa	South African Tourism	Travel	Ireland/Davenport	An Ordinarily Extraordinary South African Adventure
Bronze	Digital & Interactive - Microsite	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The Gentleman's Wager The Race
Bronze	Digital & Interactive - Microsite	South Africa	BMW	BMW i3	NATIVE VML	Talking Car
Bronze	Digital & Interactive - Microsite	Kenya	Basco Paints Ltd	Duracoat Fragrant Paint Range	OgilvyOne Worldwide Nairobi	The World's 1st Smellable Website
Gold	Digital & Interactive - Social Media	United Arab Emirates	UN Women	UN Women	IMPACT BBDO Dubai	Give Mom Back Her Name
Gold	Digital & Interactive - Social Media	South Africa	Salvation Army	Carehaven	Ireland/Davenport	#TheDress
Silver	Digital & Interactive - Social Media	South Africa	Peninsula School Feeding Association	Social Feed	Hellocomputer	Social Feed
Silver	Digital & Interactive - Social Media	United Arab Emirates	Loto Libanais	Loto Libanais	IMPACT BBDO Dubai	Goodbye Bad Luck
Silver	Digital & Interactive - Social Media	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man
Bronze	Digital & Interactive - Social Media	Namibia	World Health Organisation	Blood donor day	Advantage Y&R	Share Blood
Bronze	Digital & Interactive - Social Media	South Africa	Organ Donor Foundation	Organ Donor Foundation	Lowe and Partners Cape Town	Get me to 21
Grand Prix	Digital & Interactive - Applications, Games & Interactive tools	South Africa	KFC	Food	Ogilvy & Mather Johannesburg	SoundBite

Bronze	Digital & Interactive - Applications, Games & Interactive tools	South Africa	BLOK	BLOK Urban Developments	Formula D Interactive	BLOK App
Bronze	Digital & Interactive - Applications, Games & Interactive tools	South Africa	KFC	Food	Ogilvy & Mather Johannesburg	Flash & Win
Silver	Digital & Interactive - Mobile Advertising	South Africa	Volkswagen South Africa	Volkswagen up!	Ogilvy & Mather Cape Town	The Uber Test Ride
Campaign Silver	Digital Integrated Campaign	South Africa	Peninsula School Feeding Association	Social Feed	Hellocomputer	Social Feed
Campaign Silver	Digital Integrated Campaign	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man
Campaign Bronze	Digital Integrated Campaign	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The Gentleman's Wager The Race
Campaign Bronze	Digital Integrated Campaign	South Africa	Comedy Central	South Park	Ogilvy & Mather Cape Town	Own a Piece of South Park
Craft Gold	Digital Crafts	South Africa	takealot.com	Online Shopping	M&C Saatchi Abel	Spit Braai
Craft Gold	Digital Crafts	South Africa	KFC	Food	Ogilvy & Mather Johannesburg	SoundBite
Craft Certificate	Digital Crafts	Namibia	World Blood Organisation	Blood donor day	Advantage Y&R	Share Blood
Craft Certificate	Digital Crafts	South Africa	BLOK	BLOK Urban Developments	Formula D Interactive	BLOK App
Craft Certificate	Digital Crafts	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The Gentleman's Wager The Race Illustration, Photography and Design
Craft Certificate	Digital Crafts	South Africa	Coca-Cola South Africa	Coca-Cola	Aqua / Wunderman	Say it happy
Craft Certificate	Digital Crafts	South Africa	Comedy Central	South Park	Ogilvy & Mather Cape Town	Own a Piece of South Park
Campaign Gold	PR Communication Campaign	South Africa	Organ Donor Foundation	Organ Donor Foundation	Lowe and Partners Cape Town	Get me to 21
Campaign Gold	PR Communication Campaign	United Arab Emirates	Loto Libanais	Loto Libanais	IMPACT BBDO Dubai	Goodbye Bad Luck
Campaign Silver	PR Communication Campaign	United Arab Emirates	Roads and Transport Authority	Back off Radio	Geometry Global Dubai	Back Off Radio
Campaign Silver	PR Communication Campaign	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man
Campaign Bronze	PR Communication Campaign	South Africa	Absa	Brand	The Jupiter Drawing Room Johannesburg	Art Needs You
Campaign Bronze	PR Communication Campaign	United Arab Emirates	UN Women	UN Women	IMPACT BBDO Dubai	Give Mom Back Her Name
Gold	Live Events	South Africa	Northern Cape Tourism	World Tourism Day	Witch & Wizard Productions	The Desert Comes Alive
Silver	Live Events	South Africa	Absa	Brand	The Jupiter Drawing Room Johannesburg	Art Needs You
Silver	Live Events	South Africa	Brandhouse	Heineken	M&C Saatchi Abel	Open Your City. Open Jozi
Silver	Live Events	South Africa	Red Bull	Energy Drink	Publicis Machine	Doodle Art
Bronze	Live Events	South Africa	Castrol South Africa	Castrol Oils	Geometry Global Johannesburg PTY LTD	The Castrol Engine Experts Experience
Bronze	Live Events	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The King of Flavour Experience Meet Your Match
Silver	Live Activations	Kenya	DISCOVER MOMES	INSTAMIDEO SERVICE	SCANAD KENYA LIMITED	INSTAMIDEO SERVICE

Bronze	Live Activations	South Africa	Toyota South Africa Motors (Pty) Ltd	The Lexus LS's Precollision System	FCB South Africa (PTY) LTD	The Billboard the Knows What You're Thinking
Bronze	Live Activations	South Africa	Volkswagen South Africa	New Polo	Ogilvy & Mather Cape Town	PoloTag
Gold	Live Events - Sponsorship	South Africa	Sanlam	Sanlam	King James Group	Woordfees 2015
Silver	Live Events - Sponsorship	South Africa	Nedbank	Corporate	Joe Public	Nedbank Design Indaba
Bronze	Live Events - Sponsorship	South Africa	DIMENSION DATA	ITC SOLUTIONS EG. WFI AND NETWORK CONNECTIVITY AND VIDEO CONFERENCING SOLUTIONS	OwenKessel Leo Burnett	BRINGING THE WORLD TO THE ABSA CAPE EPIC
Bronze	Live Events - Sponsorship	South Africa	Red Bull	Red Bull	WW Group / Publicis Machine	Red Bull X-Fighters SA2014
Craft Gold	Live Crafts	South Africa	Chicken Licken	Bang Bang Mix	Network#BBDO	15 Bucks
Craft Certificate	Live Crafts	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The King of Flavour Experience Meet Your Match
Craft Certificate	Live Crafts	South Africa	Red Bull	Energy Drink	Publicis Machine	Doodle Art
Gold	Media Innovation - Single Medium	United Arab Emirates	Roads and Transport Authority	Back off Radio	Geometry Global Dubai	Back Off Radio
Gold	Media Innovation - Single Medium	South Africa	National Museum of Military History	World War 2 Exhibit	Ireland/Davenport	The Cup of Life
Silver	Media Innovation - Single Medium	Kenya	The Secret Garden	The Secret Garden	Ogilvy & Mather Africa	The Secret Garden secret ad
Silver	Media Innovation - Single Medium	United Arab Emirates	Unilever	Lifebuoy	Geometry Global Dubai	Handle On Hygiene
Silver	Media Innovation - Single Medium	South Africa	SureSlim	SureSlim	Publicis Machine	The Chocolate Flyer
Silver	Media Innovation - Single Medium	South Africa	Simba (Ltd)	Ghost Pops	M&C Saatchi Abel Jhb	Possessed Radio
Bronze	Media Innovation - Single Medium	South Africa	KFC	Food	Ogilvy & Mather Johannesburg	SoundBite
Bronze	Media Innovation - Single Medium	South Africa	Med-Lemon	Med-Lemon	140 BBDO	The Sneezing Poster
Bronze	Media Innovation - Single Medium	South Africa	Chicken Licken	Bang Bang Mix	Network#BBDO	15 Bucks
Bronze	Media Innovation - Single Medium	South Africa	BMW	i8	Ireland/Davenport	BMW i8 Born Electric
Bronze	Media Innovation - Single Medium	South Africa	Audi	Audi Night Vision Assistant	Ogilvy & Mather Cape Town	Eyes Play Tricks
Silver	Outdoor Media	South Africa	Toyota South Africa Motors (PTY) LTD	The Lexus NX's Automatic Breaking feature	FCB South Africa (PTY) LTD	The Lexus Pedestrian Billboard
Bronze	Outdoor Media	South Africa	Med-Lemon	Med-Lemon	140 BBDO	The Sneezing Poster
Bronze	Outdoor Media	South Africa	Lexus	Lexus LS / Adaptive Headlights	FCB Cape Town	Follow the road
Bronze	Street-Pole	South Africa	Western Cape Government	Street-pole poster	Y&R SA	See Our Children
Bronze	Ambient & Alternative Media	Tunisia	UBCI GROUPE BNP PARIBAS	CORPORATE SOCIAL RESPONSIBILITY	Havas Worldwide	Recycle to learn
Bronze	Ambient & Alternative Media	South Africa	Volkswagen South Africa	Volkswagen Amarok	Ogilvy & Mather Cape Town	The 1 Ton Coupon
Silver	In-Store	United Arab Emirates	Unilever	Lifebuoy	Geometry Global Dubai	Handle On Hygiene
Campaign Bronze	In-Store	South Africa	Garagista Beer Co.	Tears Of The Hipster	FoxP2 CT	Tears Of The Hipster - Wes Anderson, Flat-White, Bon Iver, Beard Wax, Cardigan

Silver	Transit & Air	United Arab Emirates	Roads and Transport Authority	Road Safety Message	Geometry Global Dubai	Back Off Radio
Bronze	Transit & Air	South Africa	The Safety Lab	Mobile billboard	Y&R SA	Be CitySmart
Gold	Direct Mail	South Africa	National Museum of Military History	World War 2 Exhibit	Ireland/Davenport	The Cup of Life
Bronze	Direct Mail	South Africa	One School at a Time	One School at a Time	Joe Public	The reversible prison jacket
Bronze	Direct Mail	South Africa	Viacom Comedy Central	Drunk History	Ogilvy & Mather Johannesburg	Drunk History Whiskey
Gold	Newspaper Advertising	South Africa	Salvation Army	Carehaven	Ireland/Davenport	#TheDress
Campaign Silver	Newspaper Advertising	South Africa	Volkswagen	TSI	Ogilvy & Mather Cape Town	Small But Ferocious - Bearrel, Hummboon, Bumbletiger
Campaign Silver	Newspaper Advertising	South Africa	Tiger Brands	Artline Permanent Markers and Whiteboard Markers	TBWA\Hunt\Lascaris Johannesburg	Fast Fading Or Long Lasting - 1994, 9/11, Herpes, Kiss, Anniversary
Campaign Silver	Newspaper Advertising	South Africa	Hasbro	Trivial Pursuit	Publicis Machine	Close but no Wedge - Lance-Neil Armstrong, Marilyn Manson-Monroe, Maradona-Madonna
Silver	Newspaper Advertising	South Africa	People Opposing Women Abuse	People Opposing Women Abuse	Joe Public	Alleyway
Campaign Bronze	Newspaper Advertising	South Africa	Volkswagen	Touareg	Ogilvy & Mather Cape Town	Rear View Camera - Boy, Girl, Dog
Campaign Bronze	Newspaper Advertising	South Africa	Audi South Africa	Quattro	Ogilvy & Mather Cape Town	Magnetic Force - Dirt Road, Wet Road
Campaign Bronze	Newspaper Advertising	South Africa	Road Traffic Management Corporation	Road Safety	Havas worldwide	Last Messages - OMG, #YOLO, CU L8R
Bronze	Newspaper Advertising	South Africa	Jaguar Land Rover South Africa	Land Rover	Y&R SA	Dunes
Bronze	Newspaper Advertising	South Africa	Electronic Media Network	Channel O	Black River FC	Youth Day
Bronze	Newspaper Advertising	South Africa	Western Cape Government	Speeding	Y&R SA	Man
Bronze	Tactical use of Newspaper	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Newspaper Sleeping Bag
Gold	Magazine Advertising	South Africa	Jaguar Land Rover South Africa	Land Rover	Y&R SA	Don't Text and Drive
Silver	Magazine Advertising	Kenya	Basco Paint	Duracoat Vinyl Matt Paint	Ogilvy & Mather Africa, Scanad Kenya	Duracoat Interior & Exterior
Campaign Bronze	Magazine Advertising	South Africa	Hasbro	Play-Doh	Publicis Machine	Smart Kids - Cookies, Piggy Bank
Campaign Bronze	Magazine Advertising	South Africa	Volkswagen South Africa	Volkswagen up!	Ogilvy & Mather Cape Town	Go Places - Corporate, Women, Wind
Campaign Gold	Indoor Posters	United Arab Emirates	Mercedes-Benz	Active Lane Keeping Assist	IMPACT BBDO Dubai	Safe Side - Shepherd Dogs, Rats, Foxes
Campaign Gold	Indoor Posters	South Africa	Jaguar Land Rover South Africa	Land Rover Surround Camera System	Y&R SA	Leech, Scorpion, Spider
Campaign Silver	Indoor Posters	South Africa	Johannesburg Zoo	Night Tours	Young & Rubicam	Owl, Wild Dog, Lion, Red Panda

Campaign Silver	Indoor Posters	South Africa	Apartheid Museum	Brand	OpenCo - The Open Collaboration	Make Sense Of The Present - Protest, Massacre, Activist, Police, Mbb
Campaign Bronze	Indoor Posters	United Arab Emirates	Nissan	Self Healing Paint	TBWA\RAAD, Dubai	The Healing Touch - Red, Blue, Yellow
Campaign Bronze	Indoor Posters	South Africa	Jaguar Land Rover South Africa	Corporate Social Responsibility	Y&R SA	Red Cross - Hurricane, Ebola, War
Campaign Bronze	Indoor Posters	South Africa	Cell C	Sponsorship	FCB 1886	Kings of Chaos - Billy Gibbons, Steven Tyler, Duff McKagan
Bronze	Indoor Posters	South Africa	Volkswagen	Volkswagen Service	Ogilvy & Mather Cape Town	Driveway
Campaign Craft Gold	Print Crafts - Art direction	South Africa	Johannesburg Zoo	Night Tours	Y&R SA	Night Tours - Wild Dog, Red Panda, Lion, Owl
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Jaguar Land Rover South Africa	Land Rover Surround Camera System	Y&R SA	See Every Thing - Spider, Leech, Scorpion
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Reckitt Benckiser	Mr Min Furniture polish	Havas Worldwide Johannesburg	More can. More Clean. - Staircase, Library, Windows
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Apartheid Museum	Brand	OpenCo - The Open Collaboration	Make Sense Of The Present - Activist, Protest, Police, Mbb, Massacre
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Jaguar Land Rover South Africa	Corporate Social Responsibility	Y&R SA	Hope Crosses Any Terrain - Hurricane Red Cross, Ebola Red Cross, War Red Cross
Craft Certificate	Print Crafts - Writing	South Africa	BP Wild Bean	Wild Bean Coffee	Ogilvy & Mather Johannesburg	Don't Yawn
Campaign Craft Certificate	Print Crafts - Photography	South Africa	Jaguar Land Rover South Africa	Land Rover Surround Camera System	Y&R SA	See Every Thing - Leech, Spider, Scorpion
Campaign Craft Certificate	Print Crafts - Photography	South Africa	People Opposing Women Abuse	People Opposing Women Abuse	Joe Public	Safe At Home - Alleyway, Railway, Bridge
Campaign Craft Certificate	Print Crafts - Photography	South Africa	Jaguar Land Rover South Africa	Corporate Social Responsibility	Y&R SA	Hope Crosses Any Terrain - Hurricane Red Cross, Ebola Red Cross, War Red Cross
Campaign Craft Gold	Print Crafts - Illustration	United Arab Emirates	Mercedes-Benz	G-Class	IMPACT BBDO Dubai	Adventure Beckons - Mursi, Dongria Kondh
Craft Gold	Print Crafts - Illustration	South Africa	PSI	Lovers + Condoms	Joe Public	Fine Line
Campaign Craft Certificate	Print Crafts - Illustration	United Arab Emirates	S.C.S.H.C	Scholl	IMPACT BBDO Dubai	The Ignored - His Right, Her Right, His Left
Campaign Craft Certificate	Print Crafts - Illustration	South Africa	Johannesburg Zoo	Night Tours	Y&R SA	Night Tours - Wild Dog, Red Panda, Lion, Owl
Campaign Craft Certificate	Print Crafts - Illustration	South Africa	CNA	Stationery	Promise	Inspiration By Hand - Victorian, Steampunk, Digital
Craft Certificate	Print Crafts - Illustration	South Africa	Blink Stefanus	Blink Stefanus	Stefanus Nel	The Blink Project
Campaign Craft Certificate	Print Crafts - Typography	South Africa	CNA	Stationery	Promise	Inspiration By Hand - Digital, Victorian, Steampunk
Campaign Gold	Radio Station Commercials	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore - Beer Fest, Music Fest, Beach Party
Campaign Gold	Radio Station Commercials	United Arab Emirates	BHV	Sofa Bed	IMPACT BBDO Dubai	Pillow Talk - Cream, Michelle, Tuesday

Campaign Gold	Radio Station Commercials	South Africa	Suntory Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength - Night Before The Project, Team Building, Lacing Up Your High Tops
Campaign Silver	Radio Station Commercials	South Africa	Tiger Brands	Doom Fogger	TBWA\Hunt\Lascaris Johannesburg	Sexy Times - The O' Flannagan Cockroaches, Cheryl The Fishmoth, Lance The Bedbug
Campaign Silver	Radio Station Commercials	United Arab Emirates	Loto Libanais	Loto Libanais	IMPACT BBDO Dubai	Anyone Can Win - Lucy, Albert, John
Silver	Radio Station Commercials	South Africa	National University Hospital	Nucot	TheWorkRoom Audio Post	Donated Voices
Campaign Bronze	Radio Station Commercials	South Africa	Spotcash	Spotcash Loans	FoxP2 CT	Money Without The Regret - Semen, Clinical Trial
Bronze	Radio Station Commercials	South Africa	MultiChoice DStv	DStv Parental Control	Ogilvy & Mather Johannesburg	Happy Endings
Bronze	Radio Station Commercials	South Africa	Cell C	SmartData	FCB 1886	Ask Mmusi
Bronze	Radio Station Commercials	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	ALifetime in a Minute: Dad
Silver	Branded Content Radio	South Africa	Tassenberg	Tassenberg	99c	Your Legend Lives On
Campaign Craft Certificate	Radio Crafts - Direction	South Africa	Wrigley	Skittles	DDB South Africa	YouTube the Rainbow - Disney, Country, Opera
Craft Certificate	Radio Crafts - Direction	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	ALifetime in a Minute: Dad
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore - Beer Fest, Music Fest, Beach Party
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Suntory Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength - Lacing Up Your High Tops
Campaign Craft Certificate	Radio Crafts - Writing	South Africa	Tiger Brands	Doom Fogger	TBWA\Hunt\Lascaris Johannesburg	Sexy Times - The O' Flannagan Cockroaches, Cheryl The Fishmoth, Lance The Bedbug
Campaign Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore - Beer Fest, Music Fest, Beach Party
Campaign Craft Certificate	Radio Crafts - Performance	South Africa	Wrigley	Skittles	DDB South Africa	YouTube the Rainbow - Opera, Country, Disney
Campaign Silver	Non-English Radio	South Africa	Cell C	C-Surance	FCB 1886	Igugu - Thembi, Senzo, Khanyi
Bronze	Non-English Radio	South Africa	Toyota South Africa Motors (Pty) Ltd	Genuine Parts	FCB South Africa (PTY) LTD	House
Bronze	Non-English Radio	South Africa	MultiChoice DStv	DStv Compact	Ogilvy & Mather Johannesburg	iTV Yam'
Campaign Craft Gold	Radio Craft - Non-English Writing	South Africa	Cell C	C-Surance	FCB 1886	Igugu - Thembi, Senzo, Khanyi
Craft Certificate	Radio Craft - Non-English Performance	South Africa	Toyota South Africa Motors (Pty) Ltd	Genuine Parts	FCB South Africa (PTY) LTD	Toyota Genuine Parts 'Ska Forster'
Gold	TV & Cinema Commercials - up to 90s	South Africa	Santam	Santam	King James Group	One-of-a-kind
Campaign Silver	TV & Cinema Commercials - up to 90s	South Africa	Jaguar Land Rover South Africa	Genuine Parts	Y&R SA	Non-Genuine Animals - Crocodile, Lion, Eagle
Silver	TV & Cinema Commercials - up to 90s	South Africa	Chicken Licken	Hotwings®	Net#work BBDO	The Great Dlamini
Silver	TV & Cinema Commercials - up to 90s	South Africa	Chicken Licken	Bang Bang Mix	Net#work BBDO	15 Bucks
Silver	TV & Cinema Commercials - up to 90s	South Africa	5 FM	5 FM	King James II	Without 5
Silver	TV & Cinema Commercials - up to 90s	South Africa	Volkswagen	Volkswagen Safety Systems	Ogilvy & Mather Cape Town	Moments

Campaign Bronze	TV & Cinema Commercials - up to 90s	South Africa	Suntory Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength - Water Feature, Performance Art
Bronze	TV & Cinema Commercials - up to 90s	South Africa	MultiChoice	DStv Africa	Ogilvy & Mather Johannesburg	#TIA
Gold	TV & Cinema Commercials - above 90s	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Silver	TV & Cinema Commercials - above 90s	South Africa	Dialdirect	Dialdirect Insurance	Joe Public United	The Notebook
Bronze	TV & Cinema Commercials - above 90s	South Africa	Nedbank	Business Banking	Joe Public	Reins
Bronze	TV & Cinema Commercials - above 90s	South Africa	Design Indaba	Creativity For Good	FoxP2 CT	Project Phoenix
Campaign Bronze	Internet Commercials - up to 30s	South Africa	Chicken Licken	Bang Bang Mix	Net#work BBDO	Outrageously Expensive - Pocket Money, Reverse, 1974, Caveman, Goldfish
Bronze	Internet Commercials - up to 30s	South Africa	Safari Link	Safari Link	FCB Cape Town	Saber Cats
Gold	Internet Video - above 30s	United Arab Emirates	UN Women	UN Women	IMPACT BBDO Dubai	Give Mom Back Her Name
Silver	Internet Video - above 30s	South Africa	Edgars	Intimate Wear	Ireland/Davenport	The Unskippable Skip Ad
Bronze	Internet Video - above 30s	United Kingdom	Unilever	Aromat	MOFILM	Guess Who's Coming to Diner?
Bronze	Internet Video - above 30s	South Africa	Cricket South Africa	Protea Fire	Thackwell & Whittaker	Surprise Visit
Bronze	Internet Video - above 30s	South Africa	Tiger Brands (PTY) Ltd	Gill Anti-Dandruff Shampoo	FCB South Africa (PTY) LTD	Hair Care
Bronze	Internet Video - above 30s	South Africa	Riot! Games	League of Legends	Shy the Sun	Amumu: The Curse of the Sad Mummy
Bronze	Internet Video - above 30s	South Africa	Random House Struik South Africa	Lauren Beukes	Mr. Alexander	Broken Monsters
Grand Prix	Branded Content Video - Single Execution	United Arab Emirates	Loto Libanais	Loto Libanais	IMPACT BBDO Dubai	Black Cats On Holiday
Silver	Branded Content Video - Single Execution	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man The Documentary
Bronze	Branded Content Video - Single Execution	South Africa	takealot.com	Online Shopping	M&C Saatchi Abel	Bakkies
Bronze	Branded Content Video - Single Execution	South Africa	Chicken Licken	Bang Bang Mix	Network#BBDO	15 Bucks Analyst
Campaign Gold	Branded Content Video - Campaign	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man
Campaign Silver	Branded Content Video - Campaign	South Africa	Salomon Global	Outdoor Lifestyle	The African Attachment	Salomon Running TV Season 04
Campaign Bronze	Branded Content Video - Campaign	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The Gentleman's Wager The Race
Campaign Bronze	Branded Content Video - Campaign	South Africa	Diageo	Alcoholic Beverage	Carat SA, Isobar, BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Campaign Bronze	Branded Content Video - Campaign	South Africa	Sanlam	Sanlam	King James Group	Idols
Silver	Music Videos	South Africa	Thee more shallows	2am	New Monday	2am
Craft Gold	TV Crafts - Direction	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Craft Certificate	TV Crafts - Direction	United Kingdom	Diageo	Guinness	MOFILM	Who Am I
Craft Certificate	TV Crafts - Direction	South Africa	Chicken Licken	Chicken Licken	Egg Films	The Great Dlamini
Craft Certificate	TV Crafts - Direction	South Africa	Nedbank	Business Banking	Joe Public	Reins
Craft Certificate	TV Crafts - Direction	South Africa	Santam	Insurance	0307	Santam One of a Kind

Craft Certificate	TV Crafts - Cinematography	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Craft Certificate	TV Crafts - Cinematography	South Africa	Nedbank	Business Banking	Joe Public	Reins
Craft Certificate	TV Crafts - Cinematography	South Africa	Prudential	Investment Financing	0307	Prudential Fisherman
Campaign Craft Gold	TV Crafts - Writing	South Africa	Suntory Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength - Gum in Hair, Performance Art, Water Feature, Static
Craft Gold	TV Crafts - Writing	South Africa	Santam	Santam	King James Group	One-of-a-kind
Craft Certificate	TV Crafts - Writing	United Kingdom	Diageo	Guinness	MOFILM	Who Am I
Craft Gold	TV Crafts - Production Design	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Craft Gold	TV Crafts - Production Design	South Africa	Chicken Licken	Chicken Licken	Egg Films	The Great Dlamini
Craft Gold	TV Crafts - Animation	South Africa	Riot! Games	League of Legends	Shy the Sun	Amumu: The Curse of the Sad Mummy
Craft Certificate	TV Crafts - Animation	South Africa	Mondelez	Cadbury Dairy Milk	Ogilvy & Mather Johannesburg	Triplets
Craft Certificate	TV Crafts - Editing	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Craft Certificate	TV Crafts - Editing	South Africa	Chicken Licken	Hotwings®	Net#work BBDO	The Great Dlamini
Craft Certificate	TV Crafts - Editing	South Africa	Santam	Santam	King James Group	One-of-a-kind
Craft Certificate	TV Crafts - Editing	South Africa	Sanlam	Sanlam Investments	Giant Films & Deliverance	Genius
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	5 FM	5 FM	King James II	Without 5
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	Sanlam	Sanlam Investments	King James Group	Genius
Craft Gold	TV Crafts - Best Use of Licensed Music	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	Chicken Licken	Hotwings®	Net#work BBDO	The Great Dlamini
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	Dialdirect	Dialdirect	Velocity Films	The Notebook
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	5 FM	5 FM	King James II	Without 5
Craft Gold	TV Crafts - Performance	South Africa	Santam	Insurance	0307	Santam One of a Kind
Craft Certificate	TV Crafts - Performance	South Africa	Chicken Licken	Hotwings®	Net#work BBDO	The Great Dlamini
Campaign Gold	Integrated Campaign	United Arab Emirates	UN Women	UN Women	IMPACT BBDO Dubai	Give Mom Back Her Name
Campaign Gold	Integrated Campaign	South Africa	Sanlam	Sanlam Brand	King James Group	One Rand Man
Campaign Silver	Integrated Campaign	South Africa	Diageo	Guinness	BBDO Africa, Abbott Mead Vickers BBDO, Carat SA, Isobar	Made Of Black
Campaign Silver	Integrated Campaign	South Africa	Santam	Santam	King James Group	One-of-a-kind
Campaign Bronze	Integrated Campaign	United Arab Emirates	Loto Libanais	Loto Libanais	IMPACT BBDO Dubai	Goodbye Bad Luck
Campaign Bronze	Integrated Campaign	South Africa	Dialdirect	Dialdirect Insurance	Joe Public	Time is Precious
Campaign Bronze	Integrated Campaign	South Africa	Suntory Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength
Campaign Bronze	Integrated Campaign	South Africa	Garagista Beer Co.	Garagista Craft beer	FoxP2 CT	The Anti-Hipster Craft Beer

Gold	Ubuntu Award	South Africa	The Safety Lab	Soap	Y&R SA	Hope Soap
Gold	Ubuntu Award	Tunisia	UBCI GROUPE BNP PARIBAS	CORPORATE SOCIAL RESPONSIBILITY	Havas Worldwide	Recycle to learn
Silver	Ubuntu Award	South Africa	Lumkani	Lumkani Fire Detector	Lumkani	Lumkani Fire Detection
Silver	Ubuntu Award	South Africa	KFC	Add Hope	Ogilvy & Mather Johannesburg	KFC Add Hope
Bronze	Ubuntu Award	South Africa	Nando's Art Initiative	Enterprise Development	Nando's	Nando's Art Initiative
Bronze	Ubuntu Award	United Arab Emirates	Unilever	Lifebuoy	Geometry Global Dubai	Handle On Hygiene
Bronze	Ubuntu Award	South Africa	Peninsula School Feeding Association	Social Feed	Hellocomputer	Social Feed
Bronze	Ubuntu Award	South Africa	The Safety Lab	Digital giving platform	Y&R SA	GIVA
Gold	Effective Creativity	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	Coke Bobby
Gold	Effective Creativity	United Arab Emirates	Sawamninjah	Rescue Radio	Geometry Global Dubai	Rescue Radio - The Rescue Continues
Silver	Effective Creativity	South Africa	Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Silver	Effective Creativity	South Africa	Bell's	Bell's Extra Special Scotch Whisky	King James Group	The Reader
Bronze	Effective Creativity	South Africa	Nedbank	Ke Yona Team search	NATIVE VML	Ke Yona
Bronze	Effective Creativity	South Africa	Modjaji Books	reading & writing platform	NATIVE VML	bookly
Bronze	Effective Creativity	South Africa	One School at a Time	Project English	Joe Public	Project English
Bronze	Effective Creativity	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	The King of Flavour Meet Your Match
Gold	Service Design	United Arab Emirates	Unilever	Lifebuoy	Geometry Global Dubai	Handle On Hygiene
Silver	Service Design	South Africa	Volkswagen South Africa	Volkswagen up!	Ogilvy & Mather Cape Town	The Uber Test Ride
Bronze	Service Design	South Africa	Unilever	Joko	Joe Public Ignite	Vaya Via Joko
Bronze	Service Design	South Africa	The Safety Lab	GIVA	Y&R SA	Digital giving platform
Bronze	Service Design	South Africa	Unilever	whatsfordinner	Liquorice	Instant Inspiration - whatsfordinner

View the [Saturday night winners here](#).

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