

ALL THE WINNERS!

The full list of winners for the 41st Annual Loerie Awards, which concluded on Saturday, 24 August 2018 at the Durban ICC, have been announced. Congratulations to all!



Image credit: Loeries.

The second night of the Awards was hosted by DSTv, included awards for Effective Creativity, Media Innovation, PR and Media Communication, Live, Service Design, Radio & Audio, Film and Integrated Campaigns.

Special awards included the Marketing Leadership and Innovation and Brand South Africa Young Creatives Awards on Friday night and the Hall of Fame induction on Saturday night.



#Loeries2019: Andrea Quaye wins the Marketing Leadership and Innovation Award!

Juanita Pienaar 23 Aug 2019



#Loeries2019: Hall of Famer Alistair King on the industry's current seismic shift towards a more inclusive creative future

Leigh Andrews 24 Aug 2019



296 Loeries were awarded across 14 categories including 5 Grands Prix, 32 Golds, 72 Silvers, 116 Bronzes, 18 Craft Golds and 53 Craft Certificates.

Around 2,500 entries were received, with 16% of entries from outside South Africa. A total of 646 brands were represented by 281 agencies from 15 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 Nedal Ahmed, Tara McKenty, Ralf Heuel and Katja Thielen.

The 5 Grands Prix were awarded to:

- In the Design category, the architecture project ‘Kleine Rijke’ by David Krynauw, South Africa
- In Typography Design, Theatre Hours’ ‘Acting Identity’ by TBWA\Istanbul
- In the Film category, TV & Cinema Commercials, Nando’s ‘Afro-tising’ by M&C Saatchi Abel, South Africa
- In Internet & Mobile Audio Commercials, City Lodge Hotel Groups’ ‘The Real Cost’ by TBWA\Hunt Lascaris Johannesburg, South Africa
- In Live Activations, Philips & The Nelson Mandela Foundation’s ‘Mandela Centenary’ by Ogilvy Johannesburg, South Africa

“The media landscape has changed, the way we view, what we view and how we access content is also constantly evolving. It’s important that the advertising industry evolves at the same pace. We are invested in the Loeries because of this,” says Fahmeeda Cassim Surtee, CEO of DSTV Media Sales.

“ We want to help support and grow an industry where creativity is nurtured, where good work is recognised, where talent is rewarded and where innovative ideas are amplified. ”

Alistair King, chief creative officer of the King James Group, was inducted into the Loeries Hall of Fame, an accolade that recognises individuals who have helped build the advertising industry into what it is today. “It is worth noting that he is the first founder and head of an agency that remains 100% independent to be honoured in this way by the Loeries,” says Loeries CEO, Andrew Human.



#Loeries2019: All the Friday night winners announced!

23 Aug 2019



“It’s a real privilege to be inducted into the Loeries Hall of Fame,” says King. “This is not just any old award to me. It’s 30 years of every award I’ve ever won crushed into one, so that makes it rather special.

The awards were brought to a close on Saturday evening with the announcements of the Agency and Regional Agency Group of the Year. The top three Agencies of the Year are: First – Joe Public United, Second – Ogilvy Johannesburg, and Third – TBWA\Hunt Lascaris Johannesburg. The top three Regional Agency Groups of the Year are: First – TBWA\, Second – Ogilvy EMEA, and Third – Joe Public United.

All the Loeries 2019 award winners

Filter by agency

DESIGN			
AWARD	ENTRY COMPANY	BRAND	

Grand Prix	David Krynauw (Pty) Ltd	Kleine Rijke	VIEW
Grand Prix	TBWA REKLAM HIZMETLERI A.S.	Theatre Hours	VIEW
Campaign Gold	TBWA REKLAM HIZMETLERI A.S.	Theatre Hours	VIEW
Campaign Gold	Grid Worldwide	Saint	VIEW
Campaign Gold	Impact BBDO	28 Too Many	VIEW
Gold	King James Group	Siemens	VIEW
Campaign Silver	Bonisa Collection	Bonisa Collection	VIEW
Campaign Silver	Futura	Kaizer Chiefs Football Club	VIEW
Campaign Silver	Grid Worldwide	Saint	VIEW
Silver	Impact BBDO	28 Too Many	VIEW
Silver	Grid Worldwide	Saint	VIEW
Silver	Horizon FCB Dubai	Clorox	VIEW
Silver	BABYLONSTOREN	BABYLONSTOREN	VIEW
Silver	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Silver	TBWA RAAD	Standard Chartered Bank	VIEW
Silver	dhk Architects	Norval Foundation	VIEW
Silver	Tsai Design Studio	Zip Zap Circus School	VIEW
Silver	Lulasclan	Mantsho by Palesa Mkhubung	VIEW
Campaign Bronze	Parsons Branding	Belgotex	VIEW
Campaign Bronze	Parsons Branding	OK Drugs	VIEW
Campaign Bronze	Afri Modern	Afri Modern	VIEW
Campaign Bronze	Lulasclan	Lulasclan	VIEW
Campaign Bronze	Duke Advertising (Pty) Ltd	The Little Green Beverage Company	VIEW
Bronze	Grid Worldwide	Creative Circle	VIEW
Bronze	Superunion (Pty) LTD	SACAP	VIEW
Bronze	Switch	Kalideck Antalis	VIEW
Bronze	Black Africa Brand Consulting	Total	VIEW
Bronze	Sunshinegun	Sunshinegun	VIEW
Bronze	King James Group	King James	VIEW
Bronze	Mutant	Mutant	VIEW
Bronze	Grey Advertising Africa (Pty) Ltd	The Bowery	VIEW
Bronze	Bittersuite	Vergenoegd Löw: The Wine Estate	VIEW
Bronze	Sunshinegun	Antalis	VIEW
Bronze	Joe Public Connect	Jet	VIEW
Bronze	Slee & Co. Architects (Pty) Ltd	Hunting Lodge	VIEW

Bronze	Paragon Group	Interior Architecture	VIEW
Bronze	Woolworths VM	Woolworths	VIEW
Bronze	Havas Johannesburg	Take This Thread	VIEW
Bronze	Triple D Design	Sk8shades	VIEW
Campaign Craft Certificate	Impact BBDO	28 Too Many	VIEW
Craft Certificate	Grid Worldwide	Qatar Tourism Authority	VIEW
Craft Certificate	Grid Worldwide	Saint	VIEW
Craft Certificate	King James Group	Netflix	VIEW
DIGITAL COMMUNICATION			
Gold	King James Group	Sanlam	VIEW
Gold	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Gold	TBWAREKLAMHIZMETLERI AS.	IKEA	VIEW
Silver	Ogilvy Johannesburg	Investec	VIEW
Silver	Ogilvy Johannesburg	Mondelez	VIEW
Silver	Impact BBDO	Twix	VIEW
Silver	VML South Africa (Pty) Ltd	Edgars	VIEW
Silver	Ogilvy Johannesburg	ABInBev - Castle Lager	VIEW
Silver	Joe Public Connect	GynaGuard	VIEW
Silver	MADE Agency	Cancer Dojo	VIEW
Silver	Impact BBDO	Twix	VIEW
Silver	Ogilvy Johannesburg	Mondelez	VIEW
Bronze	Rapp	Waitrose UAE	VIEW
Bronze	Joe Public United	Chicken Licken®	VIEW
Bronze	Ogilvy Cape Town	Schweppes - Coca-Cola	VIEW
Bronze	Ogilvy Johannesburg	KFC	VIEW
Bronze	Publicis	Mercedes-Benz	VIEW
Bronze	GTB	Ford	VIEW
Bronze	GTB	Ford	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	Datsun South Africa	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	Standard Bank	VIEW
Bronze	Ogilvy Cape Town	Mondelez	VIEW
Craft Gold	Ogilvy Johannesburg	Investec	VIEW
Craft Certificate	King James Group	Sanlam	VIEW
Craft Certificate	TBWAREKLAMHIZMETLERI AS.	Turkcell	VIEW
Craft Certificate	TBWA\Hunt Lascaris Johannesburg	Datsun South Africa	VIEW
Craft Certificate	VML South Africa (Pty) Ltd	Edgars	VIEW

OUT OF HOME			
Gold	Havas Johannesburg	Right 2 Read	VIEW
Gold	Impact BBDO	Berger Paints	VIEW
Gold	Impact BBDO	Waste Management Coalition	VIEW
Campaign Silver	VML South Africa (Pty) Ltd	Nando's	VIEW
Silver	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	VIEW
Silver	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Silver	Ogilvy Cape Town	AbInBev	VIEW
Silver	TBWARAAD	Unilever Lebanon	VIEW
Campaign Bronze	M&C Saatchi Abel	Nando's	VIEW
Campaign Bronze	Grid Worldwide	Vote for a better SA	VIEW
Bronze	King James Group	Netflix	VIEW
Bronze	King James Group	Netflix	VIEW
Bronze	VML South Africa (Pty) Ltd	Cancer Dojo	VIEW
Bronze	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Bronze	Horizon FCB Dubai	Clorox	VIEW
Bronze	Duke Advertising (Pty) Ltd	The Heart & Stroke Foundation South Africa	VIEW
Craft Gold	VML South Africa (Pty) Ltd	Cancer Dojo	VIEW
Craft Certificate	Impact BBDO	Berger Paints	VIEW
Craft Certificate	Impact BBDO	28 Too Many	VIEW
PRINT			
Campaign Gold	FoxP2 Advertising	National Geographic	VIEW
Campaign Gold	FoxP2 Advertising	BBL Security Products	VIEW
Campaign Silver	McCann1886	Cell C	VIEW
Campaign Silver	Ogilvy Cape Town	Volkswagen South Africa	VIEW
Campaign Silver	TBWAREKLAMHIZMETLERI AS.	LAND ROVER	VIEW
Campaign Silver	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Silver	MullenLowe MENA	INFINITI	VIEW
Silver	FCB Durban	Independent Media	VIEW
Campaign Bronze	TBWA\Hunt Lascaris Johannesburg	CityLodge Hotel Group	VIEW
			VIEW
			VIEW
Campaign Bronze	MullenLowe MENA	Dulux	VIEW
Campaign Bronze	DDB	Commission for Gender Equality	VIEW
Campaign Bronze	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Campaign Bronze	Impact BBDO	Twix	VIEW
Campaign Bronze	Abnormal	Craft Homes	VIEW

Campaign Bronze	Promise	Ab InBev	VIEW
Bronze	Ogilvy Africa	The Coca-Cola Company	VIEW
Bronze	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Bronze	Joe Public	Chicken Licken	VIEW
Campaign Craft Gold	FoxP2 Advertising	BBL Security Products	VIEW
Craft Gold	TBWAIARAAD	Standard Chartered Bank	VIEW
Craft Gold	Sunshine	Sanlam Private Wealth	VIEW
Campaign Craft Certificate	McCann1886	Cell C	VIEW
Campaign Craft Certificate	Joe Public	Assupol	VIEW
Campaign Craft Certificate	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Craft Certificate	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Craft Certificate	Joe Public	Chicken Licken	VIEW
SHARED VALUE			
Campaign Gold	M-KOPA	M-KOPA	VIEW
Campaign Gold	Regency Foundation Networkx	Old Mutual Alternative Investments	VIEW
Campaign Silver	Hoorah Digital Consultancy	WWF	VIEW
Campaign Bronze	Squad Digital	SAFARICOM	VIEW
Campaign Bronze	MultiChoice Africa	The MultiChoice Talent Factory	VIEW
STUDENT			
Campaign Gold	Vega	HeforShe	VIEW
Gold	AAA School of Advertising	Afrihost	VIEW
Gold	North-West University	Mengelmoes	VIEW
Gold	North-West University	Designware	VIEW
Gold	Vega	Fem	VIEW
Gold	Stellenbosch Academy of Design and Photography	Sugarbird Gin	VIEW
Campaign Silver	Vega	Woolworths	VIEW
Silver	AAA School of Advertising	Afrihost	VIEW
Silver	Vega	Volvo and Arrive Alive	VIEW
Silver	Stellenbosch Academy of Design And Photography	Ink Giraffe	VIEW
Silver	The Open Window	KIFFKAK	VIEW
Silver	AAA School of Advertising	National Geographic	VIEW
Silver	Stellenbosch Academy of Design And Photography	Who is X	VIEW
Silver	North-West University	Die Swart Boek Reeks	VIEW
Silver	The Open Window	Tahona Tequila	VIEW
Campaign Bronze	AAA School of Advertising	Lekker Vegan	VIEW
Campaign Bronze	Nelson Mandela University	United Nations Women	VIEW

Campaign Bronze	North-West University	Green Flag Trails	VIEW
Bronze	AFDA	AFDA The School of the Creative Economy	VIEW
Bronze	Stellenbosch Academy of Design & Photography	Down The Rabbit Hole	VIEW
Bronze	AAA School of Advertising	Afrihost	VIEW
Bronze	Stellenbosch Academy of Design And Photography	Rapid Umzinyath	VIEW
Bronze	The Open Window	Ashley Vieira	VIEW
Bronze	The Open Window	Frank Creative	VIEW
Bronze	AAA School of Advertising	National Geographic	VIEW
Bronze	AAA School of Advertising	National Geographic	VIEW
Bronze	AAA School of Advertising	The Life Aquatic, with Steve Zissou	VIEW
Bronze	Stellenbosch Academy of Design And Photography	Peter and the Wolf	VIEW
Bronze	University of Johannesburg	Gaia	VIEW
Bronze	University of Johannesburg	Just Water	VIEW
Bronze	The Open Window	GERHARDT VAN NIEKERK	VIEW
Bronze	The Open Window	Su-Mari Toua	VIEW
Bronze	Vega	Adidas	VIEW
Craft Gold	The Open Window	N.A	VIEW
Craft Certificate	North-West University	ATKV	VIEW
Craft Certificate	Stellenbosch Academy of Design & Photography	Only Bitches Sleep	VIEW
Craft Certificate	Stellenbosch Academy	Ben's Lab	VIEW
Craft Certificate	North-West University	Die Swart Boek Reeks	VIEW
Craft Certificate	The Open Window	N.A	VIEW
Craft Certificate	The Open Window	N.A	VIEW
Craft Certificate	The Open Window	Rufus Horne	VIEW
PR & MEDIA COMMUNICATION			
Campaign Silver	Impact BBDO	Waste Management Coalition	VIEW
Campaign Silver	TBWA REKLAM HIZMETLERI AS.	IKEA	VIEW
Campaign Silver	Ogilvy Cape Town	KFC	VIEW
Campaign Bronze	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Campaign Bronze	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Campaign Bronze	Leo Burnett	Alexander	VIEW
Campaign Bronze	King James Group	Sanlam	VIEW
Campaign Bronze	TBWA\RAAD	Standard Chartered Bank	VIEW
Campaign Bronze	TBWA\RAAD	Unilever Lebanon	VIEW
LIVE COMMUNICATION			
Grand Prix	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW

Silver	TBWARAAD	Standard Chartered Bank	VIEW
Silver	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Bronze	Glen 21 and Castle Lite Brand Team	ABInBev	VIEW
MEDIA INNOVATION			
Campaign Gold	TBWAREKLAMHIZMETLERI A.S.	IKEA	VIEW
Gold	TBWAREKLAMHIZMETLERI A.S.	Turkcell	VIEW
Silver	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Silver	Ogilvy Johannesburg	ABInBev - Castle Lager	VIEW
Silver	Impact BBDO	Waste Management Coalition	VIEW
Campaign Bronze	FoxP2 Advertising	ER24	VIEW
Bronze	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	VIEW
Bronze	Carat	Diageo	VIEW
Bronze	TBWARAAD	Unilever Lebanon	VIEW
RADIO & AUDIO COMMUNICATION			
Grand Prix	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
			VIEW
			VIEW
			VIEW
			VIEW
			VIEW
Campaign Gold	Joe Public	Chicken Licken	VIEW
			VIEW
			VIEW
Campaign Gold	Joe Public Connect	Jet	VIEW
Gold	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
Campaign Silver	M&C Saatchi Abel	HeyLu	VIEW
			VIEW
			VIEW
Campaign Silver	M&C Saatchi Abel	Nando's	VIEW
			VIEW
			VIEW
Campaign Silver	Joe Public	Chicken Licken	VIEW
			VIEW
			VIEW
Campaign Silver	Joe Public	Nedbank	VIEW
Silver	TBWAREKLAMHIZMETLERI A.S.	Turkcell	VIEW
Silver	King James Group	Sanlam	VIEW

Campaign Bronze	Ogilvy Johannesburg	Tiger Brands	VIEW
			VIEW
			VIEW
Campaign Bronze	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	VIEW
			VIEW
			VIEW
Campaign Bronze	The Odd Number	BBC South Africa	VIEW
Campaign Bronze	Joe Public	South African Breweries	VIEW
			VIEW
Campaign Bronze	J Walter Thompson JHB	DIAGEO	VIEW
Bronze	VML South Africa (Pty) Ltd	Edgars	VIEW
Bronze	Joe Public	Chicken Licken	VIEW
Bronze	King James Group	Sanlam	VIEW
Bronze	Joe Public Shift	Boerenmeisjie	VIEW
Bronze	The Odd Number	Salvation Army	VIEW
Campaign Craft Gold	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
			VIEW
			VIEW
Campaign Craft Gold	Ogilvy Johannesburg	Tiger Brands	VIEW
			VIEW
			VIEW
Campaign Craft Gold	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
			VIEW
			VIEW
Campaign Craft Gold	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
			VIEW
			VIEW
Campaign Craft Certificate	Ogilvy Johannesburg	Tiger Brands	VIEW
			VIEW
			VIEW
Campaign Craft Certificate	Joe Public	Chicken Licken	VIEW
			VIEW
			VIEW
Campaign Craft Certificate	Joe Public Shift	Boerenmeisjie	VIEW
Campaign Craft Certificate	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
Craft Certificate	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
FILM COMMUNICATION			
Grand Prix	M&C Saatchi Abel	Nando's	VIEW

Campaign Gold	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
			VIEW
Gold	Joe Public United	South African Breweries	VIEW
Gold	Joe Public	Chicken Licken	VIEW
Gold	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Campaign Silver	TBWA\RAAD	Connect	VIEW
			VIEW
Campaign Silver	Joe Public	Chicken Licken	VIEW
Silver	M&C Saatchi Abel	Nando's	VIEW
Silver	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Silver	The Odd Number	Brand South Africa	VIEW
Silver	Hanzo Films FZE	Emirates NBD	VIEW
Silver	Joe Public	Chicken Licken	VIEW
Silver	Openfield Marketing Johannesburg (Pty) Ltd	Vodacom	VIEW
Silver	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
Silver	Carbon Films	Jeremy Loops	VIEW
Campaign Bronze	King James Group	Sanlam	VIEW
Campaign Bronze	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
Bronze	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	Okavango Diamond Company	VIEW
Bronze	M&C Saatchi Abel	Nando's IMEA	VIEW
Bronze	VML South Africa (Pty) Ltd	Edgars	VIEW
Bronze	Leo Burnett	Samsung	VIEW
Bronze	Grey Advertising Africa (Pty) Ltd	Procter & Gamble	VIEW
Bronze	GTB	Ford	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	MTN South Africa	VIEW
Bronze	Showmax	Showmax	VIEW
Bronze	DARLING FILMS (PTY) LTD	OUTsurance	VIEW
Bronze	Iconic	Petite Noir	VIEW
Craft Gold	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Craft Gold	Ogilvy Johannesburg	Investec	VIEW
Craft Gold	TBWA\Hunt Lascaris Johannesburg	Okavango Diamond Company	VIEW
Craft Gold	They Shoot Films & Joe Public	Chicken Licken	VIEW
Craft Gold	Hanzo Films FZE	Emirates NBD	VIEW

Craft Gold	Chocolate Tribe & Joe Public	Chicken Licken	VIEW
Craft Gold	Wicked Pixels	Okavango Diamond Company	VIEW
Craft Gold	VML South Africa (Pty) Ltd	Edgars	VIEW
Campaign Craft Certificate	King James Group	Sanlam	VIEW
Campaign Craft Certificate	King James Group	Sanlam	VIEW
Craft Certificate	Plank Film Productions / Joe Public	Chicken Licken	VIEW
Craft Certificate	The Star Film Company	Nandos	VIEW
Craft Certificate	0307	ODC	VIEW
Craft Certificate	Egg Films/Joe Public United	South African Breweries	VIEW
Craft Certificate	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Craft Certificate	0307	ODC	VIEW
Craft Certificate	M&C Saatchi Abel	Nando's	VIEW
Craft Certificate	J. Walter Thompson Cairo	Shell Rimula	VIEW
Craft Certificate	Plank Film Productuons / Joe Public	Chicken Licken	VIEW
Craft Certificate	Giant Films	AB-inbev Sa Pty Ltd	VIEW
Craft Certificate	BlackGinger Studio	Betsoft	VIEW
Craft Certificate	Feral Child	Gangs of Ballet, Jack Parow	VIEW
Craft Certificate	Luma Animation	AVBOB	VIEW
Craft Certificate	Post Modern	SAB	VIEW
Craft Certificate	0307	NMF/ PHILIPS	VIEW
Craft Certificate	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Craft Certificate	Leo Burnett	Samsung	VIEW
Craft Certificate	Giant Films	AB-InBev SA PTY LTD	VIEW
Craft Certificate	TBWA\Hunt Lascaris Johannesburg	Okavango Diamond Company	VIEW
Craft Certificate	Patriot Films	MTN	VIEW
Craft Certificate	Giant Films	Over and Above Africa	VIEW
Craft Certificate	Joe Public / Plank Film Productions	Chicken Licken	VIEW
Craft Certificate	They Shoot Films & Joe Public	Chicken Licken	VIEW
Craft Certificate	Egg Films/Joe Public United	South African Breweries	VIEW
INTEGRATED CAMPAIGN			
Campaign Gold	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Campaign Gold	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Campaign Silver	Impact BBDO	Waste Management Coalition	VIEW
Campaign Silver	Showmax	Showmax	VIEW
Campaign Silver	Duke Advertising (Pty) Ltd	The Little Green Beverage Company	VIEW

Campaign Bronze	Joe Public	Chicken Licken	VIEW
Campaign Bronze	Joe Public United	Chicken Licken	VIEW
Campaign Bronze	Hanzo Films FZE	Emirates NBD	VIEW
Campaign Bronze	TBWARAAD	Standard Chartered Bank	VIEW
Campaign Bronze	Impact BBDO	28 Too Many	VIEW
Campaign Bronze	King James Group	Sanlam	VIEW
EFFECTIVE CREATIVITY			
Campaign Gold	Ogilvy Johannesburg	Kimberly-Clark	VIEW
Campaign Silver	Joe Public	Chicken Licken	VIEW
Campaign Silver	TBWARAAD	Connect	VIEW
Campaign Bronze	Ogilvy Cape Town	KFC	VIEW
Campaign Bronze	Ogilvy Cape Town	AbInBev	VIEW
Campaign Bronze	TBWARAAD	Louvre Abu Dhabi	VIEW
SERVICE DESIGN			
Campaign Silver	Accenture	Exaro	VIEW
Campaign Bronze	Nedbank	Nedbank	VIEW
Campaign Bronze	Yonder Media	KFC	VIEW

ENTRY COMPANY	COUNTRY	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
Ogilvy Johannesburg	South Africa	1	4	5	4	4	2	20
TBWA\Hunt Lascaris Johannesburg	South Africa	1	2	1	7	4	4	19
Joe Public	South Africa		2	6	5		4	17
Impact BBDO	United Arab Emirates		3	6	2		3	14
King James Group	South Africa		2	1	7		4	14
TBWARAAD	United Arab Emirates			5	5	1		11
FCB Joburg (Pty) Ltd	South Africa		1	4	5			10
TBWA REKLAM HIZMETLERI A.S.	Turkey	1	4	3			1	9
VML South Africa (Pty) Ltd	South Africa			2	3	2	1	8
Grid Worldwide	South Africa		1	2	2		2	7
M&C Saatchi Abel	South Africa	1		3	2		1	7
Ogilvy Cape Town	South Africa			3	4			7
J. Walter Thompson KSA	Saudi Arabia			2	1		2	5
FoxP2 Advertising	South Africa		2		1	1		4
0307	South Africa						3	3
Duke Advertising (Pty) Ltd	South Africa			1	2			3
Giant Films	South Africa						3	3
GTB	South Africa				3			3
Hanzo Films FZE	United Arab Emirates			1	1	1		3
Joe Public Connect	South Africa		1	1	1			3
Joe Public United	South Africa		1		2			3
Leo Burnett	Israel				2		1	3
The Odd Number	South Africa			1	2			3
Egg Films/Joe Public United	South Africa						2	2
Grey Advertising Africa (Pty) Ltd	South Africa				2			2
Havas Johannesburg	South Africa		1		1			2
Horizon FCB Dubai	United Arab Emirates			1	1			2
Joe Public Shift	South Africa				1		1	2
Lulasclan	South Africa			1	1			2
McCann1886	South Africa			1			1	2

MullenLowe MENA	United Arab Emirates			1	1			2
Parsons Branding	South Africa				2			2
Plank Film Productions / Joe Public	South Africa						2	2
Showmax	South Africa			1	1			2
Sunshinegun	South Africa				2			2
They Shoot Films & Joe Public	South Africa					1	1	2
Abnormal	South Africa				1			1
Accenture	South Africa			1				1
Afri Modern	South Africa				1			1
BABYLONSTOREN	South Africa			1				1
Bittersuite	South Africa				1			1
Black Africa Brand Counselling	South Africa				1			1
BlackGinger Studio	South Africa						1	1
Bonisa Collection	South Africa			1				1
Carat	South Africa				1			1
Carbon Films	South Africa			1				1
Chocolate Tribe & Joe Public	South Africa					1		1
DARLING FILMS (PTY) LTD	South Africa				1			1
David Krynauw (Pty) Ltd	South Africa	1						1
DDB	South Africa				1			1
dhk Architects	South Africa			1				1
FCB Durban	South Africa			1				1
Feral Child	South Africa						1	1
Futura	South Africa			1				1
Glen 21 and Castle Lite Brand Team	South Africa				1			1
Hoorah Digital Consultancy	South Africa			1				1
Iconic	South Africa				1			1
J Walter Thompson JHB	South Africa				1			1
J. Walter Thompson Cairo	Egypt						1	1
Joe Public / Plank Film Productions	South Africa						1	1
Luma Animation	South Africa						1	1
M-KOPA	Kenya		1					1
MADE Agency	South Africa			1				1
MultiChoice Africa	South Africa				1			1
Mutant	South Africa				1			1
Nedbank	South Africa				1			1
Ogilvy Africa	Kenya				1			1
Openfield Marketing Johannesburg (Pty) Ltd	South Africa			1				1
Paragon Group	South Africa				1			1
Patriot Films	South Africa						1	1
Post Modern	South Africa						1	1
Promise	South Africa				1			1
Publicis	South Africa				1			1
Rapp	United Arab Emirates				1			1
Regency Foundation Network	South Africa		1					1
Slee & Co. Architects (Pty) Ltd	South Africa				1			1
Squad Digital	Kenya				1			1
Sunshine	South Africa					1		1
Superunion (Pty) LTD	South Africa				1			1
Switch	South Africa				1			1
The Star Film Company	South Africa						1	1
Triple D Design	South Africa				1			1
Tsai Design Studio	South Africa			1				1
Wicked Pixels	South Africa					1		1
Woolworths VM	South Africa				1			1
Yonder Media	South Africa				1			1
STUDENT	COUNTRY	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
AAA School of Advertising	South Africa		1	2	5			8

AFDA	South Africa				1			1
University of Johannesburg	South Africa				2			2
Nelson Mandela University	South Africa				1			1
North-West University	South Africa		2	1	1		2	6
Stellenbosch Academy of Design And Photography	South Africa		1	2	3		2	8
The Open Window	South Africa			2	4	1	3	10
Vega	South Africa		2	2	1			5
Total		5	32	72	116	18	53	296

BRAND	COUNT
Chicken Licken	19
Sanlam	9
ABinBev	8
Nando's	8
Philips & The Nelson Mandela Foundation	8
City Lodge Hotel Group	7
Coca-Cola	6
MTN South Africa	6
28 Too Many	5
Edgars	5
Saudi Telecom Company	5
Standard Chartered Bank	5
KFC	4
National Geographic	4
Okavango Diamond Company	4
Saint	4
South African Breweries	4
Toyota South Africa Motors (Pty) Ltd	4
Waste Management Coalition	4
Afrihost	3
Cancer Dojo	3
Emirates NBD	3
Ford	3
IKEA	3
Investec	3
Mondelez	3
Netflix	3
People Opposing Women Abuse (POWA)	3
Tiger Brands	3
Turkcell	3
Twix	3
Unilever Lebanon	3

*Showing brands with 3 or more awards

COUNTRY	COUNT
South Africa	242
United Arab Emirates	33
Turkey	9
Saudi Arabia	5
Israel	3
Kenya	3
Egypt	1

The Loeries will release its full Official Rankings in October.

Loeries Creative Week took place from 19 to 25 August in Durban. More information can be found at loeries.com.

For more, visit: <https://www.bizcommunity.com>