

# Day one winners

 By [Jessica Tennant](#)

16 Nov 2020

The Awards announced on day one of Loeries Creative Week 2020, Monday, 16 November, included Out of Home, Out of Home Crafts, Print Communication, Print Crafts, Shared Value, Effective Creativity and Service Design.



Preetesh Sewraj, Loeries CEO

Preetesh Sewraj, CEO at The Loeries, welcomed everyone from across Africa and the Middle East to the first day of Loeries Creative Week 2020. "I hope you've enjoyed the programme thus far and heard from our amazing speakers. Coming up are all the Awards that you've been waiting for. We're going to have Out of Home, Out of Home Crafts, Print Communication, Print Crafts, Shared Value, Effective Creativity and Service Design.

"Our jury presidents and the judging panel have been working exceptionally hard to make sure that this year we have some of the best results you've ever seen. We've spent a lot of time, many hours, across many conversations going through results, looking at your work to come across the winners that you're going to experience. So, congratulations in advance to everyone who's going to win today, all the best, and I look forward to sharing more results over the next few days."

- In the **Out of Home** category, in partnership with Tractor Outdoor, a Gold went to First for Women and FoxP2 for their 16 Days of Light campaign.
- In the **Out of Home Crafts** category, also in partnership with Tractor Outdoor, a Craft Gold for this category went to AB InBev and Promise for their Cold Tracker campaign.
- In **Print Communication**, a Gold went to *An-Nahar* newspaper and Impact BBDO Dubai for The New National Anthem edition.
- In **Print Crafts**, a Gold went to Novomed Allergy and Asthma Clinic and Impact BBDO for their Hidden Allergy campaign.
- A Campaign Craft Gold went to Redemption Rum and Jane Says Design for their A Tribe Called Gold campaign.
- Another Campaign Craft Gold went to Head & Shoulders and Saatchi & Saatchi for their Dandruff Makes You Look Stupid campaign.
- In **Shared Value**, in partnership with Vodacom, a Gold went to Fedgroup and Regency Global for their FedGroup Impact Farming campaign.
- In **Effective Creativity**, in partnership with Sanlam, Kimberly Clark and Ogilvy Johannesburg won a Gold for The

World's First Baby Marathon campaign.

- And in **Service Design**, a Gold was awarded to the Shoprite Group of Companies for its Checkers Sixty60 Minute Grocery Service.

Here's a list of all the winners from today:

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| <b>Out of Home - Outdoor media</b>  |
| Bronze Loerie goes to Ster-Kinekor and FoxP2 Advertising for Joker  |
| Bronze Loerie goes to Audi and PHD for Upgrade to the new A1  |
| Bronze Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it. Even Kentucky.                               |
| Silver Loerie goes to BOS and VMLY&R South Africa for Pride   |
| Silver Loerie goes to AB InBev and Promise for Cold Tracker   |
| Campaign Silver goes to Fiftyfifty Lebanon and Impact BBDO for Close The Gap Campaign   |
| <b>Out of Home - In-Store</b>   |
| Bronze Loerie goes to Nestlé and Geometry MENA for Nestle Nutrition Cart  |
| <b>Out of Home - Ambient</b>  |
| Bronze Loerie goes to Arabian Automobiles Company (AAC) and TBWA\RAAD for Nissan Unstuck Poster                                   |
| Campaign Gold goes to First For Women and FoxP2 Advertising for the 16 Days of Light Campaign                                     |
| <b>Out of Home Crafts - Art Direction</b>   |
| Campaign Craft Certificate goes to First for Women and FoxP2 Advertising for the 16 Days of Light Campaign                        |
| <b>Out of Home Crafts - Use of Technology</b>   |
| Craft Certificate goes to Exaro and Joe Public Shift for Hard Hat Light Wall  |
| Craft Gold goes to AB InBev and Promise for Cold Tracker  |
| <b>Print Advertising</b>  |
| Bronze Loerie goes to Craft Homes and abnormal for A little more space  |
| Bronze Loerie goes to Burger King and Saatchi & Saatchi for Hey Phil  |
| Campaign Bronze goes to National Geographic Kids and FoxP2 Advertising for the Second Closest To Nature Campaign                  |
| Campaign Bronze goes to Hasbro and 2AM Agency & Hoorah Digital SA for Even the mightiest fall Campaign                            |
| Campaign Bronze goes to An Nahar Newspaper and Impact BBDO for Naharouki - Talk Too Much Campaign                                 |
| Campaign Bronze goes to Sports 4ever and TBWA\RAAD for Cheat Codes: FOOTBALL Campaign   |
| Campaign Bronze goes to WWF South Africa and Hoorah Digital Consultancy for the Wear it so they don't have to Campaign            |
| Campaign Bronze goes to Redemption Rum and Jane Says Design for A Tribe Called Gold Campaign                                      |
| Silver Loerie goes to Rape Crisis and Ogilvy Cape Town for The Rape Page  |
| Silver Loerie goes to BOS and VMLY&R South Africa for Pride   |
| Campaign Silver goes to TOPS at SPAR and TBWA Hunt Lascaris Durban for the Aftertaste Campaign                                    |
| Campaign Silver goes to Head & Shoulders and Saatchi & Saatchi for the Dandruff makes you look stupid Campaign                    |
| <b>Print - Tactical Use of Print</b>  |
| Bronze Loerie goes to Apartheid Museum and Joe Public for Commemorating The Youth Of 1976   |
| Gold Loerie goes to An Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition                                  |
| <b>Print - Indoor Posters</b>   |
| Campaign Bronze goes to Crown Paints and Creative VMLY&R for the Water Proof Campaign   |
| Campaign Bronze goes to Population Services International and The Odd Number for The Thin Line Between Pain and Pleasure Campaign |
| Campaign Bronze goes to Chicken Licken and Joe Public for the Small Rolls. Big Roles Campaign                                     |
| Campaign Bronze goes to Assupol and Joe Public for There Will Be No Monuments Here Campaign                                       |
| Campaign Bronze goes to Nude Foods and Saatchi & Saatchi for Nude Your Food Campaign  |
| Silver Loerie goes to POWA and Black River FC for RSA Victim Poster   |
| Silver Loerie goes to Medcare Hospitals and Medical Centres and The Classic Partnership for Infectious Art                        |
| Campaign Silver goes to MCG&CO and TBWA\RAAD for the Wrong Place Campaign   |
| <b>Print Crafts - Art Direction</b>   |
| Campaign Craft Certificate goes to Assupol and Joe Public for the There Will Be No Monuments Here Campaign                        |
| Campaign Craft Certificate goes to TOPS at SPAR and TBWA Hunt Lascaris Durban for the Aftertaste Campaign                         |
| Campaign Craft Certificate goes to Fiftyfifty Lebanon and Impact BBDO for the Close The Gap Campaign                              |
| Campaign Craft Gold goes to Novomed Allergy Clinic and Impact BBDO for the Hidden Allergy Campaign                                |
| Campaign Craft Gold goes to Head & Shoulders and Saatchi & Saatchi for the Dandruff makes you look stupid Campaign                |
| <b>Print Crafts - Writing</b>   |
| Campaign Craft Certificate goes to An Nahar Newspaper and Impact BBDO for the Naharouki Campaign                                  |
| <b>Print Crafts - Photography</b>   |
| Campaign Craft Certificate goes to Novomed Allergy Clinic and Impact BBDO for the Hidden Allergy Campaign                         |

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| Campaign Craft Certificate goes to Population Services International and The Odd Number for The Thin Line Between Pain and Pleasure Campaign |
| Campaign Craft Gold goes to Redemption Rum and Jane Says Design for A Tribe Called Gold Campaign   |
| <b>Shared Value</b>  |
| Bronze Loerie goes to ABInbev and Create Mozambique for A Solution For The Future  |
| Silver Loerie goes to INUMA TM and Water Access Rwanda for INUMA MINI-GRIDS  |
| Gold Loerie goes to Fedgroup and Regency Global for Fedgroup Impact Farming  |
| <b>Effective Creativity</b>  |
| Bronze Loerie goes to Unilever Levant and TBWARAAD for OMO Tag   |
| Silver Loerie goes to UN Women and Impact BBDO Dubai for The Bridal Uniform  |
| Gold Loerie goes to Kimberly-Clark and Ogilvy Johannesburg for The World's First Baby Marathon   |
| <b>Service Design</b>  |
| Bronze Loerie goes to Smollan and dydx digital for Gwalisa   |
| Silver Loerie goes to Nedbank for Awo, The Super App - Solving For The In-Home Experience  |
| Gold Loerie goes to The Shoprite Group of Companies and Shoprite Checkers PTY LTD for Checkers Sixty60 60 Minute Grocery Delivery Service    |

Congratulations to today's winners!

Keep an eye on our [Loeries special section](#) for our coverage over the course of the week and for all the winners over the next few days.

## ABOUT JESSICA TENNANT

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