

# Day four winners

 By [Jessica Tennant](#)

19 Nov 2020

The Awards announced on day four of Loeries Creative Week 2020, Thursday, 19 November, included Design, Design Crafts, PR and Media Communication, Live Communication and the Marketing Leadership Award.

Communication is tangible and intangible and spreads like wildfire through word of mouth when executed exceptionally well. It evokes powerful emotions whether it's done through media, live or designed on furniture or fabric.

Loeries Creative Week salutes and recognises those who do a tremendous job of telling great, thought-provoking stories.

And the Marketing Leadership and Innovation Award recognises a selfless individual who puts quality and people before all else – the Loeries salutes you.

## Design

- For Brand Identity & Collateral Design - Logos, a Gold Loerie goes to Proof and King James Group for Proof
- For Brand Identity & Collateral Design - Identity Programmes, a Gold Loerie goes to Nahana Communications Group and FCB Joburg for Nahana
- For Graphic Design - General Design, a Gold Loerie goes to Pride of Africa and Joe Public Shift for Pride of Africa
- For Design Mixed-Media Campaign, a Gold Loerie goes to An-Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
- For Design Mixed-Media Campaign, a Gold Loerie goes to Babyshop and FP7 McCann Dubai for Parenthood: Rephrased

## Design Crafts

- For Design Crafts - Writing for Design, a Craft Gold goes to An-Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
- For Design Crafts - Typography, a Craft Gold goes to Donner Sang Compter and FP7McCann, Dubai for Blood Unity

## PR and Media Communication

- A Gold Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it. Even Kentucky

## Live Communication

- For Live Events, a Gold Loerie goes to Mastercard and FP7McCann, Dubai for Astronomical Sales

## Marketing Leadership and Innovation Award

- And the Marketing Leadership and Innovation Award for 2020 went to Chantal Sombonos-Van Tonder, MD and chief marketer at Chicken Licken

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

<b>Brand Identity &amp; Collateral Design - Identity Programmes</b>
Bronze Loerie goes to Brand Council and Switch Brand SA for Brand Council: Identity Programme
Silver Loerie goes to Motley Crew CrossFit and DUKE for Motley Crew brand identity
Gold Loerie goes to Nahana Communications Group and FCB Joburg for Nahana
<b>Brand Identity &amp; Collateral Design - Logos</b>
Gold Loerie goes to PROOF and King James Group for PROOF
<b>Graphic Design - Posters &amp; Environmental Graphics</b>
Campaign Bronze goes to Loto Libanais and Impact BBDO for Dream Number Campaign
Silver Loerie goes to Al Saiyid Gun Society and Impact BBDO for Objects Not People
<b>Graphic Design - General Design</b>
Bronze Loerie goes to Yes 4 Youth and M&C Saatchi Abel for The CV Suit Collection - Shirt
Campaign Bronze goes to TOPS at SPAR and TBWA Hunt Lascaris Durban for Aftertaste Campaign
Gold Loerie goes to Pride of Africa and Joe Public Shift for Pride of Africa
<b>Graphic Design - Package Design</b>
Bronze Loerie goes to First Base Pizza and Canvas for Kiss
Bronze Loerie goes to ThreeDots and Xfacta for ThreeDots
Silver Loerie goes to Castle Lite and Rocketfuel for The Coldlock Pack
<b>Graphic Design - Creative Use of Paper</b>
Silver Loerie goes to I Love Coffee and Saatchi & Saatchi for Signing Cups
<b>Design - Motion Graphic Design</b>
Bronze Loerie goes to Nissan Middle East and TBWA\RAAD for miNIMal
Silver Loerie goes to Beatnik and Old Friends Young Talent for Beatnik logo sequence
Silver Loerie goes to Mnet and Wicked Pixels for Channel O Rebrand

<b>Design - Design for Digital</b>
Bronze Loerie goes to Chicken Licken and Joe Public for The Hungry Poet
Bronze Loerie goes to WH Smith and FP7McCann, Dubai for PopUp Books
Bronze Loerie goes to Rand Merchant Bank and Promise and Fell&Co. for A Story of Courage
Bronze Loerie goes to MakeReign and MakeReign for Introducing MakeReign on the global stage
Silver Loerie goes to Fiftyfifty Lebanon and Impact BBDO for Close The Gap
Silver Loerie goes to Pineapple insurance and MakeReign for Insurance with a snap
<b>Design - Architecture</b>
Bronze Loerie goes to Rosemary Hill and ANVL Works for Greenhouse Cafe
<b>Design - Interior Design &amp; Temporary Structures</b>
Bronze Loerie goes to Nando's and Studio Leelynych for Rosettenville, the original home of Nando's revisioned
<b>Design - Fabric Design</b>
Bronze Loerie goes to Lulasclan for African Kingdom Textile Design
Campaign Silver goes to Molo Mhlaba Schools and MAL for the MoloMaakMal Campaign
<b>Design - General Product Design</b>
Bronze Loerie goes to Nando's and Studio Leelynych for Design for the New Normal
Silver Loerie goes to Castle Lite and Rocketfuel for The Crate Converter
<b>Design Mixed-MediCampaign</b>
Bronze Loerie goes to Redemption Rum and Jane Says Design for African Gold Campaign
Bronze Loerie goes to Hype Magazine & Tears Foundation and TBWA Hunt Lascaris Johannesburg for BLAME NO MORE
Gold Loerie goes to An-Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
Gold Loerie goes to Babyshop and FP7 McCann Dubai for Parenthood: Rephrased
<b>Design Crafts - Photography</b>
A Craft Certificate goes to Vodacom and Openfield Marketing Johannesburg for Once Upon an African Future
<b>Design Crafts - Illustration</b>
A Craft Certificate goes to 3 Taverns and Muti for 3 Taverns Lables
<b>Design Crafts - Typography</b>
Campaign Craft Certificate goes to Loto Libanais and Impact BBDO for the Dream Number Campaign
Craft Gold goes to Donner Sang Compter and FP7McCann, Dubai for Blood Unity
<b>Design Crafts - Writing for Design</b>
Craft Gold goes to An-Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
<b>PR and Media Communication</b>
Bronze Loerie goes to An Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
Bronze Loerie goes to Donner Sang Compter and FP7McCann, Dubai for Blood Unity
Bronze Loerie goes to LADA and TBWA\RAAD for Thank you Russia
Bronze Loerie goes to Gillette South Africa and Grey Advertising / WPP Team Liquid for Nozizwe
Silver Loerie goes to POWA and Black River FC for RSA
Silver Loerie goes to Snickers and Impact BBDO Dubai for Hunger Insurance
Gold Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it. Even Kentucky.
<b>Live Events</b>
Silver Loerie goes to LOSEV and Rafineri Reklamcilik for DEAR BROTHER
Gold Loerie goes to Mastercard and FP7McCann, Dubai for Astronomical Sales
<b>Live Activations</b>
Bronze Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it. Even Kentucky.
Silver Loerie goes to Diageo for Guinness Goal Challenge
<b>Live Events - Sponsorship</b>
Bronze Loerie goes to MTN South Africa and TBWA Hunt Lascaris Johannesburg for The Official MTN Bozza of the Springboks
<b>Live Crafts</b>
Campaign Craft Certificate goes to POWA and Black River FC for RSA - POWA

Congratulations to all the winners!

[via GIPHY](#)

In case you missed it:



### #Loeries2020: Day one winners

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### #Loeries2020: Day two winners

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### #Loeries2020: Day three winners

Evan-Lee Courie 18 Nov 2020



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

## ABOUT JESSICA TENNANT

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