

Loeries 2014: All the winners

The winners of the 36th Annual Loerie Awards, which took place on 20 and 21 September 2014 at the CTICC, have been announced. Congratulations to all the winners.



A total of 256 awards were handed out during the ceremonies, as well as four Grands Prix awarded to:

- Grid Worldwide Branding (Pty) Ltd for Anti Est "Anti Est #Unlearn", in Design Mixed-Media Campaign.
- One Kingdom Creative Studio for Mi-Fone "Oju Africa App", in Digital & Interactive - Mobile Applications & Sites
- FCB South Africa (PTY) LTD for Coca-Cola South Africa "A rainbow for the Rainbow Nation", in Outdoor Media.
- Ogilvy & Mather Johannesburg for Lucozade "Give me strength".

Special Awards were handed out on both [Saturday](#) and Sunday night. These included Keith Rose, director and founding partner of Velocity, who was inducted into the Loeries Hall of Fame for his outstanding contribution to the industry.

Adams & Adams Young Creatives Award went to Matthew Pullen and Freda Raubenheimer. They each received a Gold Loerie and a trip to the Cannes Lions International Festival of Creativity, courtesy of Adams & Adams.

Summary table

Agency	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
14 BBDO		1	1				2
14 BBDO & Egg Films						5	5
Advantage Y&R			1				1
Aqua / Wunderman		1		1			2
Baie-Lingual Concepts						1	1
BBDO EAST AFRICA				2			2
Black River FC				1		1	2
Boogertman & Partners Architects				1			1
Boomtown			1				1
Brand Union		1					1
DDB Lagos			1				1
DDB South Africa		1	1	2		1	5
Derrick				1			1
Egg Films			1	1	3		5
FCB 1886				1			1
FCB Cape Town				1			1
FCB South Africa (PTY) LTD	1	3	1	2	1	1	9
FCB South Africa (PTY) LTD and HelloComputer				1			1

Flametree				1			1
FOXP2		1					1
Geometry Global (Pty) Ltd			1	1			2
Geometry Global Dubai		1	1		1	1	4
Gloo Digital Design			2	2		1	5
GOLO				1			1
Grid Worldwide Branding (Pty) Ltd	1			2	1	1	5
Havas Worldwide Istanbul			1				1
Havas Worldwide Johannesburg				1			1
human.kind Advertising				1			1
Ireland/Davenport		2	1	3			6
J. Walter Thompson Cape Town Pty Ltd.				1			1
JERICO ADVERTISING		1					1
Joe Public		1	4	6	1	1	13
King James Group		2	4	2			8
King James II			1			1	2
KREMA Worldwid			1				1
Levergy & O'IMAGE			1				1
Lowe Cape Town				2			2
Lowe Cross Colours				1	1		2
Luma Animation CC						1	1
M&C Saatchi Abel		1	1	1		2	5
Mann Made Media			1				1
Markus Wormstorm						1	1
MCSaatchi Abel				1			1
Motion City Films			1				1
NATIVE VML		2		6		1	9
Net#work BBDO		1	1	1		2	5
Ogilvy & Mather Africa - Nairobi			1				1
Ogilvy & Mather Cape Town		2	2	3	1		8
Ogilvy & Mather Johannesburg	1	2	1	1	1	3	9
Ogilvy Africa						1	1
Ogilvy Public Relations South Africa			1				1
One Kingdom Creative Studio	1						1
Owenkessel Leoburnett			1	1		2	4
Pier2Pier			1				1
Promise					1	1	2
Publicis Machine				3			3
Punk / King James Group				1		2	3
Quirk Cape Town (Pty) Ltd			1	1			2
Quirk Johannesburg				1			1
Roger Ballen Photography				1			1
Saatchi & Saatchi South Africa			3				3
Scanad Uganda			1	2		1	4
Searle Street Post Production					1		1
Shift Joe Public		3	2		1	1	7
Studio Zoo for DSTv				1			1
TBWA\Hunt\ Lascaris Johannesburg			2	5	1		8
Thackwell & Whittaker				2			2
The Hardy Boys				5		1	6
The Jupiter Drawing Room (South Africa) Cape Town				1			1
The Jupiter Drawing Room (South Africa) Johannesburg			2	2			4
Thirtyfour			1	1		1	3
Utopia				1			1
Velocity Films						3	3
Y&R South Africa		1	1	4		2	8
	4	27	48	83	14	39	215

Summary table in the student category

Entrant	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
AAA School of Advertising Cape Town	2	4	3			9
AAA School of Advertising JHB			4			4
AFDA The South African School of Motion Picture Medium and Live Performance			2			2
greenside design center college of design			2			2
North-West University	1	3	3	2		9
Red & Yellow School		1	3			4
Stellenbosch Academy of Design and Photography	1	2	1		2	6
The Open Window School of Visual Communication		1		1	3	5
	4	11	18	3	5	41

See the full list of winners below ([download as PDF](#))

Prize	Category	Country	Brand	Product	Entry Agency	Title
Gold	Africa & Middle East - Communication Design	United Arab Emirates	Abdul Latif Jameel Community Initiatives	2012 Annual review	Brand Union	Unsung Heroes
Silver	Africa & Middle East - Digital & Interactive Communication	Turkey	Durex	Durex	Havas Worldwide Istanbul	Farewell Elizabet
Campaign Silver	Africa & Middle East - Live Events	Namibia	Commodity Exchange cc	Smile condoms	Advantage Y&R	The invisible threat
Campaign Silver	Africa & Middle East - Print Communication	Uganda	Roofings	Roofings electric fencing	Scanad Uganda	Shock
Campaign Bronze	Africa & Middle East - Print Communication	Uganda	Airtel Uganda	Airtel Money	Scanad Uganda	Send Money
Campaign Bronze	Africa & Middle East - Print Communication	Kenya	Brighter Monday	brightermonday.co.ke	Flametree	Stuck in the wrong job?
Silver	Africa & Middle East - Outdoor & Collateral Media	Kenya	Sprite	Sprite	Ogilvy & Mather Africa - Nairobi	Bill the Billboard
Bronze	Africa & Middle East - Outdoor & Collateral Media	Mozambique	DSP Plascon	Plascon	GOLO	Colorful Escalators
Campaign Gold	Africa & Middle East - Radio Communication	United Arab Emirates	Sawa Mnjah	Rescue Radio, The Rescue Continues	Geometry Global Dubai	Sri Lankan Health Spa
Silver	Africa & Middle East - TV; Film & Video Communication	Korea; Republic Of	LG Electronics	MiniBeam	KREMA Worldwid	Beaming Rocket
Bronze	Africa & Middle East - TV; Film & Video Communication	Kenya	Tusker	Tusker Lager	BBDO EAST AFRICA	Twende Kazi
Silver	Africa & Middle East - Media Innovation Single	United Arab Emirates	Sawa Mnjah	Rescue Radio, The Rescue Continues	Geometry Global Dubai	Rescue Radio, The Rescue Continues
Bronze	Africa & Middle East - Media Innovation Single	Uganda	Roofings	Roofings Razor Wires	Scanad Uganda	The box
Gold	Africa & Middle East - Ubuntu Award	Zimbabwe	Unilever	SUNLIGHT 2 IN 1	JERICHO ADVERTISING	SUNLIGHT RAY OF HOPE
Campaign Silver	Africa & Middle East - Integrated Campaigns	Nigeria	MTN	MTN Number Portability	DDB Lagos	Saka Ports
Campaign Bronze	Africa & Middle East - Integrated Campaigns	Kenya	Tusker	Tusker Lager	BBDO EAST AFRICA	Twende Kazi
Silver	Brand Identity & Collateral Design - Logos	South Africa	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Silver	Brand Identity & Collateral Design - Logos	South Africa	5 and 10	Architectural Rendering Services	Boomtown	Between 5 and 10
Bronze	Brand Identity & Collateral Design - Logos	South Africa	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Nestle Professional	Nestle Professional	Lowe Cross Colours	Thought for food
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	The Post Office	The Post Office Retouching Studio	Joe Public	Meet The Post Office
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	The Hardy Boys	The Hardy Boys	The Hardy Boys	THB Group CI

Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Gold	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Antalis	Arjowiggins Paper Range	Shift Joe Public	Start The Day With Paper
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Nandos	How does Nandos make you feel?	Black River FC	How does Nandos make you feel?
Silver	Brand Identity & Collateral Design - General Collateral	South Africa	Adidas	Orlando Pirates	140 BBDO	The Ghost
Campaign Bronze	Brand Identity & Collateral Design - General Collateral	South Africa	Joburg Zoo	Night Tours	Y&R South Africa	See what comes out in the dark
Bronze	Brand Identity & Collateral Design - General Collateral	South Africa	Absa	Sponsorship	The Jupiter Drawing Room (South Africa) Johannesburg	Make Think Did
Bronze	Three Dimensional & Environmental Design - Architecture	South Africa	Steyn City Development	Steyn City Clubhouse	Boogertman & Partners Architects	The Disappearing Clubhouse
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	LAND ROVER BOTTLE CAP
Gold	Publication Design - Book; Magazine & Newspaper Design	South Africa	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Silver	Publication Design - Annual Reports; Brochures & Technical Literature	South Africa	South African Maritime Safety Authority	South African Maritime Safety Authority	Shift Joe Public	Expanding Possibilities
Bronze	Publication Design - Annual Reports; Brochures & Technical Literature	South Africa	Wildlife and Environment Society of South Africa	Annual Review	human.kind Advertising	WESSA Annual Review 2013
Bronze	Motion Graphic Design - Broadcast Design & Graphics	South Africa	SuperSport	Absa Currie Cup	Thackwell & Whittaker	SuperSport Absa Currie Cup Promo
Grand Prix	Design Mixed-Media Campaign	South Africa	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Campaign Gold	Design Mixed-Media Campaign	South Africa	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Campaign Silver	Design Mixed-Media Campaign	South Africa	Chamber of Mines SA	Mining	Quirk Cape Town (Pty) Ltd	COMSA: Whats Yours Is Mined
Campaign Bronze	Design Mixed-Media Campaign	South Africa	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba - Spread the Word
Craft Certificate	Design Crafts - Photography	South Africa	The Hardy Boys	The Hardy Boys	The Hardy Boys	THB Group CI
Craft Gold	Design Crafts - Illustration	South Africa	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Craft Gold	Design Crafts - Typography	South Africa	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Craft Certificate	Design Crafts - Typography	South Africa	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Craft Certificate	Design Crafts - Typography	South Africa	Antalis	Arjowiggins Paper Range	Shift Joe Public	Start The Day With Paper
Bronze	Digital & Interactive - Internet Advertising	South Africa	First National Bank	FNB League of Innovators	Gloo Digital Design	FNB League of Innovators
Campaign Bronze	Digital & Interactive - Email marketing	South Africa	Heat Magazine	Heat Magazine	Publicis Machine	Letters
Bronze	Digital & Interactive - Email marketing	South Africa	Right2Know	Right2Know	Ireland/Davenport	Confidential E-mail
Gold	Digital & Interactive - Website	South Africa	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Silver	Digital & Interactive - Website	South Africa	Merchants on Long	African Concept E-Store	Pier2Pier	Merchants Online
Bronze	Digital & Interactive - Website	South Africa	Capitec Bank	Capitec Bank Website	Quirk Cape Town (Pty) Ltd	Capitec Bank Website

Gold	Digital & Interactive - Microsite	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	King Of Flavour
Bronze	Digital & Interactive - Microsite	South Africa	BirdLife South Africa	Save Our Seabirds Festival	Utopia	The Penguin Run
Silver	Digital & Interactive - Social Media	South Africa	PharmaDynamics	Efferlu C Immune Booster	Saatchi & Saatchi South Africa	Project Trapped
Silver	Digital & Interactive - Social Media	South Africa	Metro FM	The 13th Metro FM Music Awards	King James II	Pilgrimage
Bronze	Digital & Interactive - Social Media	South Africa	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Silver	Digital & Interactive - Applications; Activations & Interactive tools	South Africa	First National Bank	FNB ATM Switch	Gloo Digital Design	FNB ATM Switch
Silver	Digital & Interactive - Applications; Activations & Interactive tools	South Africa	Johnnie Walker	Johnnie Walker	King James Group	Johnnie Walker Whisky Profiler
Bronze	Digital & Interactive - Applications; Activations & Interactive tools	South Africa	Labello	Labello	FCB South Africa (PTY) LTD and HelloComputer	The Electric Kiss Project
Bronze	Digital & Interactive - Mobile Advertising	South Africa	MINI	MINI JCW	Gloo Digital Design	MINI JCW
Grand Prix	Digital & Interactive - Mobile Applications & Sites	South Africa	M-Fone	Oju	One Kingdom Creative Studio	Oju Africa App
Bronze	Digital & Interactive - Mobile Applications & Sites	South Africa	Modjaji Books	bookly	NATIVE VML	bookly
Campaign Gold	Digital Integrated Campaign	South Africa	Nedbank	Ke Yona	NATIVE VML	Ke Yona
Campaign Silver	Digital Integrated Campaign	South Africa	Brandhouse	Johnnie Walker	King James Group	King Of Flavour
Campaign Silver	Digital Integrated Campaign	South Africa	PharmaDynamics	Efferlu C Immune Booster	Saatchi & Saatchi South Africa	Project Trapped
Campaign Silver	Digital Integrated Campaign	South Africa	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Campaign Bronze	Digital Integrated Campaign	South Africa	Exclusive Books	Exclusive Books	Thirtyfour	Opening Lines
Campaign Bronze	Digital Integrated Campaign	South Africa	Modjaji Books	bookly	NATIVE VML	bookly
Craft Certificate	Digital Crafts - Interface & Navigation	South Africa	Hollard	Hollard Ascend	NATIVE VML	Hollard Ascend
Craft Gold	Digital Crafts - Illustration; Photography & Graphic Design	South Africa	Nestle Professional	Nestle Professional	Lowe Cross Colours	Thought for Food
Craft Certificate	Digital Crafts - Illustration; Photography & Graphic Design	South Africa	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Craft Certificate	Digital Crafts - Best use of Technology	South Africa	First National Bank	FNB ATM Switch	Gloo Digital Design	FNB ATM Switch
Craft Certificate	Digital Crafts - Best use of Technology	South Africa	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Campaign Gold	PR Communication Campaign	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	A rainbow for the Rainbow Nation
Campaign Silver	PR Communication Campaign	South Africa	Santam	Insurance	King James Group	Through the eyes of a child
Campaign Bronze	PR Communication Campaign	South Africa	Cell C	Cell C	FCB 1886	Cover Up™
Campaign Silver	Live Events	South Africa	Barclays Africa	Internal Employee Roadshow	Mann Made Media	The Undisputed Heavyweight Banking Champion Of Africa
Campaign Bronze	Live Events	South Africa	adidas	adidas Originals	Publicis Machine	adidas Originals Unite Joburg
Silver	Live Activations	South Africa	Fox International Channels	Walking Dead	Ireland/Davenport	Walking Dead Zombie Prank
Bronze	Live Activations	South Africa	Kalahari.com	Kalahari.com	J. Walter Thompson Cape Town Pty Ltd.	Pass The Parcel

Bronze	Live Activations	South Africa	Oakley	Oakley Medusa Heritage Head Piece	Derrick	Medusa
Bronze	Live Activations	South Africa	Unilever	Robertsons Herbs and Spices	The Hardy Boys	SkyDine
Campaign Silver	Live Events - Sponsorship	South Africa	Absa	Sponsorship	The Jupiter Drawing Room (South Africa)Johannesburg	Make Think Did
Campaign Silver	Live Events - Sponsorship	South Africa	BMW	BMW M Series	Levergy & O'MAGE	The BMW Challenge
Gold	Media Innovation - Single Medium	South Africa	Fox International Channels	Fox Crime Channel	Ireland/Davenport	Fox Crime: Cinema Crime Scene
Gold	Media Innovation - Single Medium	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	A rainbow for the Rainbow Nation
Gold	Media Innovation - Single Medium	South Africa	Avis	Chauffeur Services	Aqua / Wunderman	AMS CHAUFFEUR RIDE
Silver	Media Innovation - Single Medium	South Africa	First National Bank	FNB ATM Switch	Gloo Digital Design	FNB ATM Switch
Silver	Media Innovation - Single Medium	South Africa	Cinemark	I Vote SA	Joe Public	Cinema Comfort App
Campaign Bronze	Media Innovation - Single Medium	South Africa	NSPCA	NSPCA	The Hardy Boys	Vote for NSPCA
Bronze	Media Innovation - Single Medium	South Africa	Unilever	Robertsons Herbs and Spices	The Hardy Boys	SkyDine
Bronze	Media Innovation - Single Medium	South Africa	Foodcorp	Bobtail	Joe Public	Streetpole for dogs
Grand Prix	Outdoor Media	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	A rainbow for the Rainbow Nation
Campaign Bronze	Outdoor Media	South Africa	City Lodge Hotels	Road Lodge	TBWA\Hunt\Lascaris Johannesburg	We Use Our One Star For What Counts
Bronze	Outdoor Media	South Africa	Nedbank	Sawy	Joe Public	Water Billboard
Silver	Street-Pole	South Africa	Foodcorp	Bobtail	Joe Public	Streetpole for dogs
Campaign Bronze	Street-Pole	South Africa	Volkswagen	Volkswagen Side Assist	Ogilvy & Mather Cape Town	The Posters That Know What's Coming
Bronze	Ambient Media	South Africa	National Responsible Gambling Programme	National Responsible Gambling Programme	Havas Worldwide Johannesburg	Dice
Silver	In-Store	South Africa	Warwick Wines	The Grape Shed	Thirtyfour	Wine Awards
Gold	Alternative Media & Field Marketing	South Africa	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Gold	Alternative Media & Field Marketing	South Africa	CHEVRON/CALTEX	LICENCE TO LIVE	Y&R South Africa	LICENCE TO LIVE
Silver	Alternative Media & Field Marketing	South Africa	Tiger Brands	Tiger Brands	TBWA\Hunt\Lascaris Johannesburg	The Tiger Alphabet
Silver	Alternative Media & Field Marketing	South Africa	Absa	Sponsorship	The Jupiter Drawing Room (South Africa)Johannesburg	Make Think Did
Bronze	Alternative Media & Field Marketing	South Africa	Fox International Channels	Fox Crime Channel	Ireland/Davenport	Fox Crime: Cinema Crime Scene
Bronze	Alternative Media & Field Marketing	South Africa	Avis	Chauffeur Services	Aqua / Wunderman	AMS CHAUFFEUR RIDE
Bronze	Alternative Media & Field Marketing	South Africa	Salvation Army	Salvation Army Blanket Drive	Owenkessel Leoburnett	Cover Drive
Campaign Gold	Newspaper Advertising	South Africa	Bose	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg	Noise Cancelling Headphones
Campaign Silver	Newspaper Advertising	South Africa	Mail & Guardian	Mail & Guardian	TBWA\Hunt\Lascaris Johannesburg	Freedom is knowing
Campaign Silver	Newspaper Advertising	South Africa	GUN FREE SOUTH AFRICA	GUN FREE SOUTH AFRICA	Y&R South Africa	TWO HANDS
Campaign Bronze	Newspaper Advertising	South Africa	Unilever	Omo DIG	The Hardy Boys	Clean Never Discovered
Campaign Bronze	Newspaper Advertising	South Africa	Boxman	Boxman	MCSaatchi Abel	Cracks

Gold	Tactical use of Newspaper	South Africa	One School at a Time	Project English	Joe Public	Project English Print
Campaign Bronze	Tactical use of Newspaper	South Africa	Freq'ncy Sound Studio	Freq'ncy Sound Studio	Publicis Machine	Relocation
Campaign Bronze	Tactical use of Newspaper	South Africa	Volkswagen	Volkswagen Side Assist	Ogilvy & Mather Cape Town	The Press Ads That Know What's Coming
Bronze	Tactical use of Newspaper	South Africa	Nedbank Capital	Nedbank Capital Sustainability Awards	Joe Public	The Future Newspaper
Campaign Silver	Magazine Advertising	South Africa	Foodcorp	Bobtail	Joe Public	When they wont let go
Gold	Posters	South Africa	Volkswagen	Golf R	Ogilvy & Mather Cape Town	Terminal Velocity
Campaign Bronze	Posters	South Africa	District Six Museum	Walking Tours	Ogilvy & Mather Cape Town	District Six Ex-Residents
Campaign Bronze	Posters	South Africa	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	Herds
Campaign Bronze	Posters	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore
Campaign Bronze	Posters	South Africa	Origin Coffee Roasters	Origin Dark Roast Coffee	Joe Public	Wake-up Calls
Campaign Craft Certificate	Print & Collateral Crafts - Art direction	South Africa	CNA	Halloween Promotion	Promise	Masks
Craft Certificate	Print & Collateral Crafts - Art direction	South Africa	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Craft Certificate	Print & Collateral Crafts - Art direction	South Africa	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Craft Gold	Print & Collateral Crafts - Writing	South Africa	Bryanston Parallel Medium School	Bryanston Parallel Medium School	Joe Public	Stories
Craft Certificate	Print & Collateral Crafts - Writing	South Africa	Nandos	1918 - Forever	Black River FC	1918 - Forever
Craft Certificate	Print & Collateral Crafts - Writing	Kenya	Sprite	Sprite	Ogilvy Africa	Bill the Billboard
Campaign Craft Gold	Print & Collateral Crafts - Photography	South Africa	District Six Museum	Walking Tours	Ogilvy & Mather Cape Town	District Six Ex-Residents
Campaign Craft Certificate	Print & Collateral Crafts - Photography	South Africa	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	Herds
Campaign Craft Certificate	Print & Collateral Crafts - Photography	Uganda	Roofings	Roofings electric fencing	Scanad Uganda	Shock
Campaign Craft Gold	Print & Collateral Crafts - Illustration	South Africa	CNA	Halloween Promotion	Promise	Masks
Campaign Craft Certificate	Print & Collateral Crafts - Illustration	South Africa	Origin Coffee Roasters	Origin Dark Roast Coffee	Joe Public	Wake-up Calls
Craft Certificate	Print & Collateral Crafts - Typography	South Africa	Castle	Castle Lager	Thirtyfour	Save our indigenous forests
Grand Prix	Radio Commercials	South Africa	Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength
Gold	Radio Commercials	South Africa	Rape Wise	Rape Wise	Ogilvy & Mather Cape Town	National Anthem
Gold	Radio Commercials	South Africa	Toyota South Africa Motors (Pty) Ltd	Lexus Adaptive Lights	FCB South Africa (PTY) LTD	Precognition
Campaign Silver	Radio Commercials	South Africa	Volkswagen	VW Genuine Parts	Ogilvy & Mather Cape Town	Malapropisms
Campaign Silver	Radio Commercials	South Africa	Toyota South Africa Motors (Pty) Ltd	Toyota Genuine Parts	FCB South Africa (PTY) LTD	More Genuine
Campaign Bronze	Radio Commercials	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore
Campaign Bronze	Radio Commercials	South Africa	Tiger Brands	Peaceful Sleep Mosquito Repellant	TBWA\Hunt\Lascaris Johannesburg	Up all night
Campaign Bronze	Radio Commercials	South Africa	CHICKEN LICKEN	0% TRANSFAT	Net#work BBDO	YOU'RE DEAD

Campaign Bronze	Radio Commercials	South Africa	Independent Newspapers	Cape Times	Lowe Cape Town	Better World Radio
Bronze	Radio Commercials	South Africa	Savanna	Savanna Dry	FCB Cape Town	Vuvuzela
Gold	New Voice Non-English Radio	South Africa	ABSA	ABSA Funeral Plan	Ireland/Davenport	Abashwe
Silver	New Voice Non-English Radio	South Africa	MultiChoice DStv	DStv Catch Up	Ogilvy & Mather Johannesburg	Mfundisi
Bronze	New Voice Non-English Radio	South Africa	Fox International Channel	The Simpsons	Ireland/Davenport	Crime Report
Bronze	New Voice Non-English Radio	South Africa	MultiChoice DStv	DStv Box Office	Ogilvy & Mather Johannesburg	Ma Downloader
Campaign Craft Certificate	Radio Crafts - Direction	United Arab Emirates	Sawa Mhinja	Rescue Radio, The Rescue Continues	Geometry Global Dubai	Nepalese Street Festival
Craft Certificate	Radio Crafts - Direction	South Africa	Exclusive Books	Exclusive Books	Net#work BBDO	1984
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Lucozade	Lucozade	Ogilvy & Mather Johannesburg	Give Me Strength
Campaign Craft Certificate	Radio Crafts - Writing	South Africa	Huggies	Gold	Ogilvy & Mather Johannesburg	Cribs
Campaign Craft Certificate	Radio Crafts - Writing	South Africa	MultiChoice DStv	DStv Discovery Channel	Ogilvy & Mather Johannesburg	Foleys
Campaign Craft Certificate	Radio Crafts - Writing	South Africa	Chicken Licken	0% Transfat	Net#work BBDO	You're Dead
Campaign Craft Gold	Radio Crafts - Original Music & Sound Design	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore
Campaign Craft Gold	Radio Crafts - Original Music & Sound Design	United Arab Emirates	Sawa Mhinja	Rescue Radio, The Rescue Continues	Geometry Global Dubai	Nepalese Street Festival
Campaign Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Land Rover Jaguar	Jaguar Pre-approved Vehicles	Y&R South Africa	Car of your dreams
Campaign Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	The-O Recording Studio	The-O Recording Studio	Baie-Lingual Concepts	Sounds
Campaign Craft Certificate	Radio Crafts - Performance	South Africa	Toyota South Africa Motors (Pty) Ltd	Toyota Genuine Parts	FCB South Africa (PTY) LTD	More Genuine
Campaign Craft Certificate	Radio Crafts - Performance	South Africa	SABC3	Expresso	King James II	Mornings
Craft Certificate	Radio Crafts - Performance	South Africa	Mr. Delivery	Mr. D	M&C Saatchi Abel	I Hate You
Gold	TV & Cinema Commercials - up to 90s	South Africa	Chicken Licken	Big John	Net#work BBDO	Trucker
Campaign Silver	TV & Cinema Commercials - up to 90s	South Africa	Business Day	Business Day	Owenkessel Leoburnett	Understand Your Country Or Lose It
Silver	TV & Cinema Commercials - up to 90s	South Africa	Coronation Fund Managers	Coronation Fund Managers	Net#work BBDO	Doctor
Silver	TV & Cinema Commercials - up to 90s	South Africa	Cinemark	I Vote SA	Joe Public	Cinema Comfort App
Campaign Bronze	TV & Cinema Commercials - up to 90s	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Travel before its not fun anymore
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Prudential Portfolio Managers SA (Pty)Ltd	Prudential Portfolio Managers SA (Pty) Ltd	Lowe Cape Town	South Pole
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	Bobby
Bronze	TV & Cinema Commercials - up to 90s	South Africa	McDonald's	Breakfast	DDB South Africa	Night and Day
Gold	TV & Cinema Commercials - above 90s	South Africa	Topsy Foundation	Topsy Foundation	Ogilvy & Mather Johannesburg	Kevin
Silver	TV & Cinema Commercials - above 90s	South Africa	Brandhouse Beverages	Bells Extra Special Scotch Whisky	King James Group	The Reader

Silver	TV & Cinema Commercials - above 90s	South Africa	Die Antwoord	Pitbull Terrier	Egg Films	Pitbull Terrier
Bronze	TV & Cinema Commercials - above 90s	South Africa	Skrillex	Skrillex	Egg Films	Ragga Bomb
Silver	Internet & Mobile Commercials	South Africa	John West	John West Pilchards	Geometry Global (Pty) Ltd	Making Pilchards Sexy. (With Sharks.)
Bronze	Internet & Mobile Commercials	South Africa	Santam	Insurance	King James Group	Through the eyes of a child
Bronze	Internet & Mobile Commercials	South Africa	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Bronze	Internet & Mobile Commercials	South Africa	The Nelson Mandela Foundation	The Nelson Mandela Foundation	Quirk Johannesburg	Madiba Legacy
Bronze	TV Trailers; Channel & Station Promos	South Africa	DStv	DStv Earth Hour	Studio Zoo for DStv	DStv Earth Hour
Bronze	TV Trailers; Channel & Station Promos	South Africa	SuperSport	Soweto Derby Promo	Thackwell & Whittaker	SuperSport Soweto Derby Promo
Campaign Bronze	Non-broadcast Video & Film	South Africa	adidas Originals	RUN THRU TIME	Geometry Global (Pty)Ltd	RUN THRU TIME
Bronze	Non-broadcast Video & Film	South Africa	Roger Ballen Book Promo	Asylum of the Birds Book	Roger Ballen Photography	Asylum of the Birds
Silver	Branded Content	South Africa	Red Huxley	Red Huxley	Motion City Films	#RoadToRancho
Bronze	Branded Content	South Africa	Jameson	Jameson Whiskey	NATIVE VML	The Indie Channel
Craft Gold	TV Crafts - Direction	South Africa	Skrillex	Skrillex	Egg Films	Ragga Bomb
Craft Certificate	TV Crafts - Direction	South Africa	Distell	Oude Mëester	140 BBDO & Egg Films	Mastery in the Making
Craft Certificate	TV Crafts - Direction	South Africa	Topsy Foundation	Topsy Foundation	Ogilvy & Mather Johannesburg	Kevin
Craft Certificate	TV Crafts - Cinematography	South Africa	Distell	Oude Mëester	140 BBDO & Egg Films	Mastery in the Making
Craft Certificate	TV Crafts - Cinematography	South Africa	Brandhouse Beverages	Bells	Velocity Films	The Reader
Craft Certificate	TV Crafts - Writing	South Africa	Distell	Oude Mëester	140 BBDO & Egg Films	Mastery in the Making
Craft Gold	TV Crafts - Production Design	South Africa	Skrillex	Skrillex	Egg Films	Ragga Bomb
Craft Certificate	TV Crafts - Production Design	South Africa	Prudential	Prudential	Velocity Films	South Pole
Craft Certificate	TV Crafts - Production Design	South Africa	Distell	Oude Mëester	140 BBDO & Egg Films	Mastery in the Making
Campaign Craft Certificate	TV Crafts - Animation	South Africa	AKODAAUTO	Akoda HR	Luma Animation CC	Paper World
Craft Gold	TV Crafts - Special Visual Effects	South Africa	Prudential	Prudential	Searle Street Post Production	Race to the South Pole
Craft Gold	TV Crafts - Editing	South Africa	Skrillex	Skrillex	Egg Films	Ragga Bomb
Craft Certificate	TV Crafts - Editing	South Africa	Coca-Cola South Africa	Coca-Cola	Velocity Films	Bobby
Craft Certificate	TV Crafts - Editing	South Africa	Distell	Oude Mëester	140 BBDO & Egg Films	Mastery in the Making
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	Four Corners (feature film)	Four Corners (feature film) - Trailer	Markus Wormstorm	Four Corners
Craft Gold	TV Crafts - Best Use of Licensed Music	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	Bobby
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	Brandhouse Beverages	Amstel Lager	Owenkessel Leoburnett	The Chef
Craft Certificate	TV Crafts - Performance	South Africa	Brandhouse Beverages	Amstel Lager	Owenkessel Leoburnett	The Chef
Campaign Gold	Integrated Campaign	South Africa	Nedbank	Ke Yona	NATIVE VML	Ke Yona
Campaign Silver	Integrated Campaign	South Africa	PharmaDynamics	Efferlu C Immune Booster	Saatchi & Saatchi South Africa	Project Trapped
Campaign Silver	Integrated Campaign	South Africa	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store

Campaign Bronze	Integrated Campaign	South Africa	Absa	Sponsorship	The Jupiter Drawing Room (South Africa)Johannesburg	Make Think Did
Campaign Bronze	Integrated Campaign	South Africa	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	Arainbow for the Rainbow Nation
Campaign Bronze	Integrated Campaign	South Africa	Brandhouse Beverages	Johnnie Walker	King James Group	Keep Walking South Africa
Gold	Ubuntu Award	South Africa	Exclusive Books	Exclusive Books	140 BBDO	Exclusive S.E.E.D Library
Silver	Ubuntu Award	South Africa	KFC South Africa	Add Hope	Ogilvy Public Relations South Africa	Faces of Hope
Bronze	Ubuntu Award	South Africa	Modjaji Books	bookly	NATIVE VML	bookly
Bronze	Ubuntu Award	South Africa	Khayelitsha Cookies	Scrumptious Cookies	Y&R South Africa	Scrumptious Cookies
Gold	Effective Creativity	South Africa	Ster-Kinekor	Brand	FOXP2	Great moments at their Greatest""
Gold	Effective Creativity	South Africa	Brandhouse Beverages	Johnnie Walker Platinum Label	King James Group	Johnnie Walker One Bottle
Silver	Effective Creativity	South Africa	Audi	Audi A3 Sportback	Ogilvy & Mather Cape Town	#AudiA3Exchange
Bronze	Effective Creativity	South Africa	Organ Donor Foundation	The Exchange	NATIVE VML	The Exchange
Bronze	Effective Creativity	South Africa	Nedbank	Ke Yona	NATIVE VML	Ke Yona
Bronze	Effective Creativity	South Africa	One School at a Time	NPO	Joe Public	Project English
Gold	Student - Motion Graphics	South Africa	Ubuzu	Ubuzu Font	North-West University	Ubuzu
Silver	Student - Motion Graphics	South Africa	Bronteâ€™s Story	Bronteâ€™s Story Title Sequence	AAA School of Advertising Cape Town	Bronteâ€™s Story
Silver	Student - Motion Graphics	South Africa	Creep TV	Creep TV	North-West University	Creep TV
Silver	Student - Motion Graphics	South Africa	EL Hannez	Self-Promotional	North-West University	EL Hannez
Bronze	Student - Motion Graphics	South Africa	Short Film - Animation	Wegkruipertjie	AFDA The South African School of Motion Picture Medium and Live Performance	Wegkruipertjie
Bronze	Student - Motion Graphics	South Africa	Short Film	Rift	AFDA The South African School of Motion Picture Medium and Live Performance	Rift
Craft Gold	Student Crafts - TV; Film & Video Crafts	South Africa	Ubuzu	Ubuzu Font	North-West University	Ubuzu
Bronze	Student - Radio Commercials	South Africa	MTN	MTN Mahala Airtime	AAA School of Advertising JHB	MTN - I'm a Hero - Pastor
Bronze	Student - Radio Commercials	South Africa	Nando's	Nando's	AAA School of Advertising JHB	Nando's E-toll
Bronze	Student - Radio Commercials	South Africa	Lion Matches	Lion Matches	AAA School of Advertising JHB	Lion Strike
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Scrabble	Scrabble	AAA School of Advertising JHB	Equal Playing Field
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Sandisk	Sandisk Safe Data Storage	AAA School of Advertising Cape Town	Sandisk 2. Carousel Of The Mind.
Campaign Silver	Student - Posters	South Africa	The Body Shop	Colour Crush Lipstick	Red &Yellow School	The Body Shop Effect
Silver	Student - Posters	South Africa	Sleep Cycle	Infographic on Dreaming	AAA School of Advertising Cape Town	The Dreamatorium
Silver	Student - Outdoor; Collateral & Alternative Media	South Africa	Beacon	All-Sorts	AAA School of Advertising Cape Town	Poppable Billboard
Silver	Student - Outdoor; Collateral & Alternative Media	South Africa	SPCA	SPCA Rescue Horses	Stellenbosch Academy of Design and Photography	Rescue Horses
Silver	Student - Outdoor; Collateral & Alternative Media	South Africa	Know-It-Wall	Know-It-Wall	The Open Window School of Visual Communication	Know-It-Wall
Campaign Bronze	Student - Logos and Identity Programmes	South Africa	The Breadline Eatery	Restaurant/ Caf��	Red&Yellow School	The Breadline Eatery
Campaign Bronze	Student - Logos and Identity Programmes	South Africa	MK	MK Social	North-West University	MK Fokken Dans

Gold	Student - Collateral Design	South Africa	National Geographic	2014 Diary/Almanac	AAA School of Advertising Cape Town	Almanac of Extremely Average Animals
Gold	Student - Collateral Design	South Africa	Calendar	Calendar	"Stellenbosch Academy of Design and Photography"	
Expose	Expose					
Bronze	Student - Collateral Design	South Africa	South African Post Office	Stamps for South African Folk Tales	AAA School of Advertising Cape Town	Folk Tales
Bronze	Student - Architecture; Interior Design & Environmental Graphics	South Africa	Fishbone Rocking Chair	Fishbone Rocking Chair	greenside design center college of design	Fishbone Rocking Chair
Silver	Student - Publication Design	South Africa	Food for thought	Food for thought	North-West University	Food for thought
Bronze	Student - Publication Design	South Africa	Inglourious Basterds Universal	Character Profile	AAA School of Advertising Cape Town	Inglourious Basterds
Bronze	Student - Publication Design	South Africa	Linotype	Linotype brochure	Red&Yellow School	Type Wars
Silver	Student - Package Design	South Africa	Folklore	Folklore Packaging	AAA School of Advertising Cape Town	Folklore Packaging
Silver	Student - Package Design	South Africa	Supplements SA	Supplements SA	Stellenbosch Academy of Design and Photography	Kettlebells
Bronze	Student - Package Design	South Africa	Timberland	Brave and Curious	Red&Yellow School	Brave and Curious
Bronze	Student - Package Design	South Africa	VANS Shoes	VANS Shoes	Stellenbosch Academy of Design and Photography	VANS Versatile
Bronze	Student - Package Design	South Africa	Bhuti Craft Beer	Bhuti Craft Beer	North-West University	Bhuti Craft Beer
Bronze	Student - Package Design	South Africa	Born and Bread	Born and Bread	North-West University	Born and Bread
Gold	Student - Digital & Interactive Communication	South Africa	Recollection	Recollection Online Hospice Store	AAA School of Advertising Cape Town	Recollection
Bronze	Student - Digital & Interactive Communication	South Africa	Digital Mom	Digital Mom	greenside design center college of design	Digital Mom
Craft Gold	Student - Print & Design Crafts - Illustration	South Africa	Sho't left	Sho't Left-an illustrated zine	The Open Window School of Visual Communication	Sho't Left a zine
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n/a	Adam	The Open Window School of Visual Communication	Adam
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	Body of Habits	Body of Habits illustrated zine	The Open Window School of Visual Communication	Body of Habits zine
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	Book Illustration	Book Illustration	Stellenbosch Academy of Design and Photography	Georgy Porgy
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	Honest Chocolate	Honest Chocolate	Stellenbosch Academy of Design and Photography	Honest Chocolate
Craft Gold	Student - Print & Design Crafts - Typography	South Africa	Pylon Typeface	Pylon Typeface	North-West University	Pylon Typeface
Craft Certificate	Student - Print & Design Crafts - Photography	South Africa	n/a	As One: A Collection of Images Exploring The Way We Live	The Open Window School of Visual Communication	As One

For more:

- Bizcommunity search: [Loeries](#)
- Official site: www.loeries.com
- Google News search: [The Loeries](#)
- Twitter search: [Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"](#)
- Facebook: [The Loeries page](#)
- Twitter: [@loeries](#)

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