

## All the Friday night winners

The Friday night winners of the 40th Annual Loerie Awards, which took place on 17 August 2018 at the Durban ICC, have been announced. Congratulations to all!



Photo by Jethro Snyders / 2018 Loerie Awards / [Gallo Images](#)

Nkosenhle Madlala, councillor of the eThekweni Municipality, opened the ceremony with Loeries creative voice Donovan Goliath as emcee.



Suhana Gordhan | Photo by Al Nicoll / 2018 Loerie Awards / [Gallo Images](#)

Outgoing 'chair Aunty' Suhana Gordhan gave quite the speech, as always, this time on the theme of acceleration.

“Tonight, I say goodbye to you as chair aunty and the thing I can't shake is the idea of acceleration. In scientific terms, acceleration is the rate of change of speed as you go faster and in our advertising world... we have a need for speed. Of course, change is happening, but it's not yet been enough time for us to pat ourselves on the back because change isn't

actioned by few people who give a damn about a few things. When we all have real stamina and a true conviction to take on the things that truly hold us back, that's when we can be proud. Look at the world around us. Everything is up for exposure. My team, influential men, have been brought to their knees through the power of the collective and the meaning of the tiny hashtag called #MeToo... In the Fast and Furious, Dominic Toretto, played by Vin Diesel, says: 'The most important thing in life will always be the people in this room, right here, right now.' So, I ask you now, are you ready to drive a whole lot faster? And when the next generation looks back on us, which side of history would you be on? ”



Tseliso Rangaka | Photo by Al Nicoll / 2018 Loerie Awards / [Gallo Images](#)

Gordhan introduced new Loeries chairperson Tseliso Rangaka, ECD at Ogilvy Cape Town. As part of this introduction, Rangaka shared the significance of his age. Turning 44 this year, he realises he was only four years old at the inception of Loeries. Admittedly going through a mid-life crisis now, albeit “the most amazing one ever”, he recognises that the Loeries is at a similar life stage.

“ I've had to ask myself some difficult questions... and tonight I want to ask the Loeries and the industry some difficult questions: What is really important to us? What do we want the next 40 years to be? Is it ok that we're still a white, male-dominated industry? Are we happy with the fact that 90% of kids in high school think advertising is something actors do? Does it serve us to fiercely protect our creative borders from the rest of the continent, even though most of our clients operate in a pan-African context? Or should we rather learn from each other so that we can collectively raise the mic of this continent? Whom do we really serve if no one else knows we exist? And lastly, isn't it time we had a female voice-over announcing the categories of the Loeries? ”



## #Loeries2018: New Loeries chair, Tseliso Rangaka takes his seat

Leigh Andrews 17 Aug 2018



Andrew Human, CEO of The Loeries, spoke briefly on the its [Creative Future Scholarship](#). Since the Loeries' first year in Durban (after initiating the scholarship in 2008) in 2015, the Loeries has awarded 11 scholarships to local students in partnership with Vega School. Each scholarship is currently valued at 690,000, which amounts to a total of approximately R8 million invested in these KZN-based students. He noted that TBWA\Hunt\Lascaris Johannesburg in partnership with the AAA School of Advertising Johannesburg's campus has stepped up to offer funding for the next cohort.



Peter Khoury and Andrew Human | Photo by Al Nicoll / 2018 Loerie Awards / [Gallo Images](#)

Peter Khoury, CCO at TBWA\Hunt\Lascaris (and Creative Circle chairperson) commented on behalf of the agency. “I would like to say it’s a privilege and an honour, but it’s also necessary for us to do this. In big ways and in small ways we can all play a meaningful role in breaking down the barriers to keep amazing, diverse talent out of our industry. We can all contribute in meaningful ways that are both practical and sustainable. The more sponsorships the Loeries gets, the wider our talent pool becomes.”

Now, as for the actual awards themselves, 150 Loeries including 3 Grands Prix, 16 Golds, 39 Silvers, 64 Bronzes, 9 Craft Golds and 19 Craft Certificates were awarded on Friday night, across the categories of:

- Communication design;
- Digital and interactive communication;
- Outdoor and out of home (OOH);
- Print communication;
- Shared value; and
- the Student Awards.

## Grands Prix on the night went to:

- *Communication design*: 'Fear and Fantasy Festival' for TBWA Reklam Hizmetleri A.S
- *Digital and interactive communication*: Santam's '2-Minute Shower Songs' by King James Group
- *Print communication*: Nando's #rightmyname by M&C Saatchi Abel

## Special awards

The Marketing Leadership and Innovation Award went to Nando's CMO Doug Place. “This award is designed to honour an achiever like Doug who brings sustained dedication and performance as a marketing professional,” said Human.





Doug Place | Photo by Al Ncoll / 2018 Loerie Awards / [Gallo Images](#)



#Loeries2018: Marketing Leadership and Innovation winner, Doug Place!

Leigh Andrews 17 Aug 2018



### All the Friday night award winners:

Prize	Category	Agency Country	Brand	Title	Product	Entry Company
COMMUNICATION DESIGN						
Grand Prix	Brand Identity & Collateral Design - Identity Programmes	Turkey	Fear and Fantasy Festival	Fear and Fantasy Festival	Fear and Fantasy Festival	TBWAREKLAM HIZMETLERI A.S.
Campaign Gold	Brand Identity & Collateral Design - Identity Programmes	South Africa	Explorers Club	Explorers Club Identity	Identity	Utopia
Campaign Gold	Brand Identity & Collateral Design - Posters & Billboards	United Arab Emirates	Landmark Group	The Spacesuit Collection - The Future is Female, Florals in Space, Space Camo	Centrepoint	Impact BBDO Dubai
Campaign Gold	Design Mixed-Media Campaign	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Silver	Brand Identity & Collateral Design - Posters & Billboards	South Africa	Ultimate X	Year X	AR Posters	NORTH VCA
Campaign Silver	Design Mixed-Media Campaign	South Africa	South African Tourism	Africa's Travel Indaba	Africa's Travel Indaba	FCB Johannesburg
Campaign Silver	Design Mixed-Media Campaign	South Africa	David Jones Food	Building a Foods Brand	Foods	Woolworths Pty Ltd
Silver	Brand Identity & Collateral Design - Logos	South Africa	Mr D Food	Anything you feel like	The Mr D Food App	M&C Saatchi Abel
Silver	Brand Identity & Collateral Design - General Collateral	South Africa	Nando's	Reflections from home	Global Crockery System	Sunshinegun
Silver	Creative Use of Paper	South Africa	Unilever	The OMO Book of Dirt	OMO	Ogilvy Cape Town & Ogilvy Africa

Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Rand Merchant Bank	Think Bench	Corporate Investment Banking	Promise
Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Mad Giant	Mad Giant brewery and restaurant	Mad Giant beer	Haldane Martin Iconic Design
Silver	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Nando's	Da nossa terra (from our soil)	Nando's PERi-Gin & Moonshine	Sunshinegun
Silver	Broadcast Design & Graphics	South Africa	DStv	Multidesign - Idents 2017	Channel O	Wicked Pixels
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Zeitz Museum of Contemporary Art Africa	The Zeitz MOCAA: Identity Programmes	Zeitz Museum of Contemporary Art Africa	M&C Saatchi Abel
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Mavana	A place like no other	Nosy Ankao Island	Xfacta
Bronze	Brand Identity & Collateral Design - Logos	South Africa	Equilibrium	Equilibrium Logo	Audiology, Hearing & Balance Practice	Switch Brand SA
Bronze	Brand Identity & Collateral Design - Logos	South Africa	National	National	Security & Safety	Grid Worldwide Branding (Pty) Ltd
Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	FNB	Courageous	Poster	Hitchcock Michalski
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	M&C Saatchi Abel	It's Going to be Wild	Calendar	M&C Saatchi Abel
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Sunshinegun	Sun's Out. Gun's Out	Handguns/Festive season gift	Sunshinegun
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	SADAG	Everyday Colours	Mental Health	34°
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Unilever South Africa	Reinvention Kitchen	Robertsons Herbs & Spices	The Hardy Boys
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	Namibia	Standard Bank Namibia	Standard Bank Buy-a-Brick CSI – “The Shack”	CSI Initiative	Advantage Y&R
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Autograph Distillery	Autograph Gin	Autograph Gin	OFYT Marketing & Communications (Pty) Ltd
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Garagista	Like the beer? Buy the brewery	For Sale Ale	DUKE
Bronze	Three Dimensional & Environmental Design - Furniture Design	South Africa	Goedgedaght	Imaginative desks	Grow Peace POP centres	Bittersuite - Cape Town, South Africa
Bronze	Publication Design - Whole Publication	United Arab Emirates	One Foods	The 25% Less Cookbook	Sadia	Impact BBDO Dubai
Campaign Craft Gold	Design Crafts - Photography	South Africa	Tiger Brands	Doomed Insects - Fly, Cockroach, Ant	Doom	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Campaign Craft Gold	Design Crafts - Art Direction / Graphic Design	South Africa	Distell	Nederburg Stories - A Story For The Bold-Hearted, Born In The Shadows, Written On A Sea Breeze	Nederburg	TBWA Hunt Lascaris Johannesburg (Pty) Ltd

Craft Gold	Design Crafts - Illustration	South Africa	MTN	MTN Illustration	MTN Illustration style	Grid Worldwide Branding (Pty) Ltd
Craft Certificate	Design Crafts - Illustration	South Africa	Goedgedaght	Circus Ringmaster	Grow Peace POP centres	Bittersuite - Cape Town, South Africa
Craft Certificate	Design Crafts - Typography	South Africa	MTN	MTN Brighter Sans	MTN Typography System	Grid Worldwide Branding (Pty) Ltd
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION</b>						
Grand Prix	Digital Integrated Campaign	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Campaign Gold	Data Driven Campaign	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Campaign Gold	Data Driven Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Gold	Digital & Interactive - Social Media	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Data Driven Campaign	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Digital Integrated Campaign	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Campaign Silver	Digital Integrated Campaign	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Silver	Digital Integrated Campaign	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Silver	Digital & Interactive - Display Advertising	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Silver	Digital & Interactive - Social Media	United Arab Emirates	Connect	Slow Trends	Connect Boundless	TBWAIRAAD
Silver	Digital & Interactive - Applications, Games & Interactive tools	Kenya	Kenya Tourism Board	Culture Captcha	Magical Kenya	Scanad
Campaign Bronze	Digital & Interactive - Display Advertising	South Africa	Tiger Brands	Most Annoying Banner, Breeding Banner	Doom	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Campaign Bronze	Data Driven Campaign	South Africa	Investec	Intervew - The Instagram Interview	Investec	Wunderman South Africa
Campaign Bronze	Data Driven Campaign	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Campaign Bronze	Digital Integrated Campaign	South Africa	Sanlam	Mha Nam   National Savings Month	Financial products	King James Group
Campaign Bronze	Digital Integrated Campaign	South Africa	American Swiss, The Foschini Group	Drop The Hint	Jewellery	VML South Africa (Pty) Ltd
Bronze	Digital & Interactive - Website or Microsite	South Africa	Sanlam	Sanlam Family Fortune	Sanlam Private Wealth	King James Group
Bronze	Digital & Interactive - Social Media	South Africa	Santam	#whatidratherdo	Santam	King James Group
Bronze	Digital & Interactive - Social Media	South Africa	Volkswagen	#Marco #Polo	Polo	Ogilvy Cape Town
Bronze	Digital & Interactive - Social Media	South Africa	Investec	Intervew - The Instagram Interview	Investec	Wunderman South Africa
Bronze	Digital & Interactive - Social Media	South Africa	Mercedes-Benz	Growl	AMG	Net#work BBDO
Bronze	Digital & Interactive - Social Media	United Arab Emirates	Nissan KSA	#SheDrives	Institutional	TBWAIRAAD

Craft Gold	Digital Crafts - Writing	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Craft Gold	Digital Crafts - Music & Sound Design	South Africa	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	King James Group
Craft Certificate	Digital Crafts - Use of Technology	United Arab Emirates	La Libanaise Des Jeux	Lucky Face	Loto Libanaise	Impact BBDO Dubai
Craft Certificate	Digital Crafts - Use of Technology	South Africa	Kimberly-Clark	The World's First Baby Marathon	Huggies	Ogilvy Johannesburg
Craft Certificate	Digital Crafts - Music & Sound Design	South Africa	Joburg Ballet	Breaking Ballet	Joburg Ballet	TBWA Hunt Lascaris Johannesburg
<b>OUTDOOR &amp; OUT OF HOME</b>						
Gold	In-Store	South Africa	Garagista	Like the beer? Buy the brewery	For Sale Ale	DUKE
Gold	Direct Mail	South Africa	GreatStock	The Anthology of Great (Stock) Poetry	Image Library	Joe Public
Silver	Outdoor Media	Israel	Access Israel	People Not Symbols	Easy Parking Access for Handicapped	Leo Burnett Israel
Silver	Outdoor Media	South Africa	POWA	News you need to see	Women's rights	Joe Public United
Silver	In-Store	United Arab Emirates	Citibank	Hidden Hindi Posters - Tea	Money transfer	Horizon FCB Dubai
Silver	In-Store	United Arab Emirates	Amnesty International	Skins of Peace	Campaign against Islamophobia	TBWAIRAAD
Campaign Bronze	Outdoor Media	Saudi Arabia	NOD	Tag Life - Heart, kidney, Eyes, Liver	Organ Donation	J. Walter Thompson KSA
Campaign Bronze	Outdoor Media	South Africa	Allan Gray	True Rewards Take Time - Best Time, Times Change, New Money, Throw Time	Allan Gray	King James II
Bronze	Outdoor Media	South Africa	Wrigley	Shrink the Rainbow	Skittles	DDB
Bronze	Outdoor Media	South Africa	Keepit100	Burning Billboard	Keepit100	Joe Public Ignite
Bronze	Outdoor Media	South Africa	Nike	Zoo Lake Community Basketball Courts	Basketball Apparel	Futura with Faatimah Mohamed-Luke & Karabo Moletsane
Bronze	Outdoor Media	South Africa	Comair	Defaced Billboard	kulula.com	McCann Worldgroup South Africa
Bronze	Transit & Air	South Africa	Edward Snell	#IAMNEXT	Russian Bear Vodka	Loxion Conexion
<b>PRINT COMMUNICATION</b>						
Grand Prix	Tactical use of Newspaper	South Africa	Nando's	#rightmyname	PERi-PERi Chicken	M&C Saatchi Abel
Campaign Gold	Newspaper Advertising	South Africa	Sanlam	2 Minute Shower Songs - Press Springbok Nude, Goodluck, Kwesta, M Casa	2 Minute Shower Songs	King James Group
Gold	Tactical use of Newspaper	South Africa	POWA	News you need to see	POWA	Joe Public United
Campaign Silver	Newspaper Advertising	South Africa	National Geographic Kids	Life Beyond the Logo - Angry Birds, Red Bull, Puma	National Geographic Kids Magazine	FoxP2
Campaign Silver	Newspaper Advertising	South Africa	Apartheid Museum	Past and Present - Verwoerd, Botha, Smuts	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Newspaper Advertising	Turkey	UNDP	Istanbul Green Cemeteries - Kocasinan, Bagcilar, Gungoren	Social Responsibility Project	TBWA REKLAM HIZMETLERI A.S.

Campaign Silver	Indoor Posters	South Africa	Chicken Licken	ALittle Hungry - Temple, Mne, Bank	Slyders	Joe Public United
Silver	Tactical use of Newspaper	Kenya	Daily Nation	No Nation	Newspaper	Scanad
Campaign Bronze	Newspaper Advertising	United Arab Emirates	Go Sport	The Men's Sale - Lina, Dhaliya, Fatiha	Go Sport Sales	TBWA\RAAD
Campaign Bronze	Newspaper Advertising	South Africa	National Geographic Kids	See Nature At Its Best - Aurora Borealis, Whale, Peacock, Wildebeest	Magazine	FOXP2
Campaign Bronze	Newspaper Advertising	Kenya	Airtel	Chase - Lion & Wildebeest, Cheetah & Gazelle, Shark & Seal	Airtel Internet	Ogilvy & Mather Africa
Campaign Bronze	Newspaper Advertising	South Africa	MTN South Africa	MTN Emojicons - Ghost, Snowman, Poo	Brand	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	United Arab Emirates	Nissan	Camelpower - Hump, Nostrils, Heart, Leg	Nissan Desert Lineup	TBWA\RAAD
Campaign Bronze	Indoor Posters	South Africa	Apartheid Museum	The Old South Africa Flag - Segregation, Police Brutality, Youth	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	South Africa	Hasbro	The Art of Playing with Your Food - Lichtenstein, Warhol, Banksy	Play-doh Kitchen Creations	TWO.AMAgency
Campaign Bronze	Indoor Posters	Turkey	Land Rover	Don't Drink and Drive - Carambola, Peyote, Ayahuska	Borusan Otomotiv	TBWAREKLAM HIZMETLERI A.S.
Bronze	Newspaper Advertising	South Africa	Brand South Africa	Amandla	Freedom Day	The Odd Number (Pty) Ltd
Bronze	Tactical use of Newspaper	South Africa	Reckitt Benckiser	Christmas Wrapping Paper	Nurofen Headache Tablets	McCann Worldgroup South Africa
Bronze	Indoor Posters	South Africa	Readers' Warehouse	Cookbooks	Readers' Warehouse	Grey Advertising Africa (Pty) Ltd
Bronze	Branded Content Print	South Africa	Cipla SA	Bronki Boosters	Bronki Booster Comic Book	VML South Africa (Pty) Ltd
Campaign Craft Gold	Print Crafts - Illustration	South Africa	Chicken Licken	ALittle Hungry - Mine, Temple, Bank	Slyders	Joe Public United
Craft Gold	Print Crafts - Writing	South Africa	GreatStock	The Anthology of Great (Stock) Poetry	Image Library	Joe Public
Craft Gold	Print Crafts - Typography	United Arab Emirates	Citibank	Hidden Hindi Posters - Tea	Money transfer	Horizon FCB Dubai
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	One School at a Time	Education is a Weapon - Crime, Poverty, Ignorance	One School at a Time	Joe Public United
Campaign Craft Certificate	Print Crafts - Illustration	Kenya	Shell	Engine - Car, Truck	Fuel Save	Scanad
Campaign Craft Certificate	Print Crafts - Illustration	Kenya	Airtel	Chase - Cheetah & Gazelle, Lion & Wildebeest, Shark & Seal	Airtel Internet	Ogilvy & Mather Africa
Campaign Craft Certificate	Print Crafts - Illustration	South Africa	Sanlam	2 Minute Shower Songs - Press Springbok Nude Girls, Mi Casa, Goodluck	2 Minute Shower Songs	King James Group
Campaign Craft Certificate	Print Crafts - Typography	South Africa	Apartheid Museum	Past and Present - Verwoerd, Smuts, Botha	Apartheid Museum	TBWA Hunt Lascaris Johannesburg
Craft Certificate	Print Crafts - Art direction	South Africa	Devil's Peak Brewing Company	The One Armed Beer Bandit	Craft Beer	J. Walter Thompson JHB
Craft Certificate	Print Crafts - Typography	South Africa	Absa	Give Art Life - Portrait	L'Atelier	CULLINAN
<b>SHARED VALUE</b>						
Campaign Gold	Shared Value	Kenya	M-Agriculture	Digi Farm: Connecting smallholder farmers	Digi Farm	Safaricom PLC
Campaign Gold	Shared Value	South Africa	Unilever	Unilever's Sustainable Living Plan	Sustainable Living Plan	Digitas Liquorice
Campaign Silver	Shared Value	South Africa	Vitality	Vitality Active Rewards	Active Rewards	Discovery
Campaign Silver	Shared Value	South Africa	PepsiCo	Simba Hawker Loyalty and Entrepreneur Development Project	Simba	PepsiCo



Campaign Bronze	Shared Value	South Africa	AB InBev	#NoExcuse - Integrated Campaign	Carling Black Label	Ogilvy Cape Town
Campaign Bronze	Shared Value	Lebanon	Bou Khalil	Em Khalil	Corporate	J. Walter Thompson Beirut
<b>STUDENT</b>						
Campaign Gold	Student - Indoor Posters	South Africa	The Lion Match Company	Ignite Memories - Fireside stories, Homework by candlelight, Learning to cook with Gogo, Your friend in dark nights, Braai Day	Lion Safety Matches	University of Johannesburg
Gold	Student - Motion Graphics, Animation & Short Film	South Africa	Glitch	Glitch	Channel brand	North-West University
Gold	Student - Publication Design	South Africa	Femodemist	Femodemist: Eileen Gray	Femodemist	AAA School Of Advertising Cape Town
Gold	Student - Live Communications	South Africa	Rape Crises Cape Town Trust	Never Should You Ever	Awareness Video	AAA School Of Advertising Cape Town
Campaign Silver	Student - Facebook Challenge	South Africa	International Federation of Red Cross and Red Crescent Societies	Helpin' Hands	Homework Diaries	Vega
Silver	Student - Newspaper & Magazine Advertising	South Africa	Nat Geo Kids	Palette surgeonfish	Nat Geo Kids	AAA School of Advertising
Silver	Student - Newspaper & Magazine Advertising	South Africa	Fugard Theatre	Spotlight 1	Theatre	Stellenbosch Academy of Design and Photography
Silver	Student - Logos and Identity Programmes	South Africa	De Jager / Kaprey	Hire Us	Personal Branding	Vega
Silver	Student - Collateral Design	South Africa	Montagu Dried Fruit	Montagu	Dried Fruit Promotional	Vega
Silver	Student - Collateral Design	South Africa	Eat Kayamandi	PIMP MY KITCHEN - Eat Kayamandi	Vendor station	Stellenbosch Academy of Design and Photography
Silver	Student - Collateral Design	South Africa	Content	World of Content	World of Content Collateral	The Open Window
Silver	Student - Publication Design	South Africa	Content	Book of Content	Content Informational Booklet	The Open Window
Silver	Student - Publication Design	South Africa	Self	Black: A Study of the Darkest Colour	Black: A Study of the Darkest Colour	AAA School Of Advertising Cape Town
Silver	Student - Package Design	South Africa	Kelloggs	Toucan Sam	Froot Loops	Vega
Silver	Student - Digital Media	South Africa	Volk & Vaderland	Volk & Vaderland	Interactive Installation	North-West University
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray & Cook	Sticky songs - Sweet Caroline, Barbie girl	Non-stick cooking spray	AAA School of Advertising
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray and Cook	No man left behind, - Muffin, Toast, Pancake	Non-Stick Cooking spray	AAA School Of Advertising Cape Town
Campaign Bronze	Student - Facebook Challenge	South Africa	Federation of Red Cross and Red Crescent Societies	The things Gogo says	Cholera Awareness	AAA School Of Advertising Cape Town
Campaign Bronze	Student - Facebook Challenge	Nigeria	International Federation of Red Cross and Red Crescent Societies (IFRC)	Give a Soap	Cholera Campaign	O2 academy Lagos
Campaign Bronze	Student - Integrated Campaign	South Africa	Operation Smile	Smile	Operation Smile	Vega
Bronze	Student - Radio Commercials & Branded Content	South Africa	Safair	New-born	Budget airline	AAA School Of Advertising Cape Town

Bronze	Student - Newspaper & Magazine Advertising	South Africa	Skip	All Grays	Washing powder	AAA School Of Advertising Cape Town
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Spray & Cook	Cup Cake	Non-stick cooking spray	AAA School of Advertising
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Ricoffy	If You're New To Coffee	Instant Coffee Sachet	Stellenbosch Academy of Design and Photography
Bronze	Student - Out of Home	South Africa	DBV SPCA	Get More Dog	Mixed Breed	Vega
Bronze	Student - Out of Home	South Africa	Arrive Alive	Now You See Me 2	Reflective Spray	Stellenbosch Academy of Design and Photography
Bronze	Student - Logos and Identity Programmes	South Africa	Self-promotion	The Serial Perfectionist	Self-promotion	Stellenbosch Academy of Design and Photography
Bronze	Student - Logos and Identity Programmes	South Africa	Di-ne-wo	Di-ne-wo Identity	Identity System	The Open Window
Bronze	Student - Collateral Design	South Africa	Scarfini	Zed.En Fin	Zed.En Fin	Vega
Bronze	Student - Collateral Design	South Africa	De Jager / Kaprey	Hire Us	Direct Mailer	Vega
Bronze	Student - Collateral Design	South Africa	Self	CMYK Stories	CMYK Stories Project	AAA School Of Advertising Cape Town
Bronze	Student - Package Design	South Africa	Clover	Clover by Clover	Fresh Milk	AAA School Of Advertising Cape Town
Bronze	Student - Furniture Design	South Africa	Hlala	Hlala (sit)	Desk chair bag	Red and Yellow Creative School of Business (Pty) Ltd
Campaign Craft Gold	Student - Print & Design Crafts - Illustration	South Africa	n.a	The end is nigh - I, II, III	n.a	The Open Window
Campaign Craft Certificate	Student - Television, Film & Video Crafts	South Africa	Muurpapier Films	Skof	Short Film	North-West University
Campaign Craft Certificate	Student - Print & Design Crafts - Photography	South Africa	n.a	It is well: An ode to Karabo series	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	Sharp Sharp	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	The Earth before us	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	n.a	The first Ymbryne	n.a	The Open Window
Craft Certificate	Student - Print & Design Crafts - Typography	South Africa	Self	Sew Far, Sew Good	Book	AAA School Of Advertising Cape Town
Craft Certificate	Student - Print & Design Crafts - Photography	South Africa	None	Be Bold	None	Stellenbosch Academy of Design and Photography

Follow our [Loeries Creative Week special section](#) and [social handles](#) for updates on everything Loeries-related and to find out the Saturday night winners. Watch this space!