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:

Out of Home - Outdoor media
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
Out of Home - In-Store
Bronze Loerie goes to Nestlé and Geometry MENA for Nestle Nutrition Cart
Out of Home - Ambient
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
Out of Home Crafts - Art Direction
Campaign Craft Certificate goes to First for Women and FoxP2 Advertising for the 16 Days of Light Campaign
Out of Home Crafts - Use of Technology
Craft Certificate goes to Exxaro and Joe Public Shift for Hard Hat Light Wall
Craft Gold goes to AB InBev and Promise for Cold Tracker
Print Advertising
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
Print - Tactical Use of Print
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
Print - Indoor Posters
Campaign Bronze goes to Crown Paints and CreativeVMLY&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
Print Crafts - Art Direction
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
Print Crafts - Writing
Campaign Craft Certificate goes to An Nahar Newspaper and Impact BBDO for the Naharouki Campaign
Print Crafts - Photography
Campaign Craft Certificate goes to Novomed Allergy Clinic and Impact BBDO for the Hidden Allergy Campaign

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
Shared Value
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
Effective Creativity
Bronze Loerie goes to Unilever Levant and TBWA\RAAD 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
Service Design
Bronze Loerie goes to Smollan and dydx digital for Gcwalisa
Silver Loerie goes to Nedbank for Avo, 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.

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