

Day two winners

 By [Jessica Tennant](#)

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The Awards announced on day two of Loeries Creative Week 2020, Tuesday, 17 November, included Digital Communication, Digital Crafts, Integrated Campaign, Media Innovation and Young Creatives.

Instagram's 10th birthday celebration and Facebook's talk, 'Diversity & Inclusion: Real Talk with Moose' were among the main highlights of Tuesday's sessions, together with Howler's, 'Data inspires creativity' talk. Other sessions included thought-provoking topics and confronted important issues of misrepresentation, transformation, diversity and gender disparity impacting the brand communication industry.

- In the **Digital Communication** category, a Gold Loerie went to Amnesty International and Joe Public United for their #SignTheSmileOff campaign.
- In the **Digital Crafts** category, a Craft Gold went to Pineapple insurance and MakeReign for their 'Insurance with a Snap' campaign.
- In **Integrated Campaign**, in partnership with AB InBev, a Gold Loerie went to Mastercard and FP7McCann, Dubai for Astronomical Sales.
And to *Hype Magazine*, Tears Foundation and TBWA\Hunt\Lascaris Johannesburg for Blame No More.
- In **Media Innovation**, in partnership with Barron, a Gold Loerie went to Mastercard and FP7 McCANN, Dubai for Astronomical Sales.
- And the **Brand South Africa Young Creative Award** went to Tshepo Tumahole, a copywriter at Joe Public United and Jarryd Duthoit, a finishing artist at Left Post Production.

Open to those 27 years and under, the Young Creative Award recognises the top young creatives in the brand communications industry, with the winners each receiving a Gold Loerie.

"Nurturing young creative talent is a key mandate of the Loeries to ensure the advancement and longevity of creative excellence in our industry. Judging from the quality and calibre of entrants the future is extremely exciting," said Loeries CEO, Preetesh Sewraj.



Preetesh Sewraj, Loeries CEO

Here's a list of all the winners from day two:

Student Instagram
Bronze Loerie goes to Jasmine Acton, Ria-Mari van Rooyen, Erin Knoesen from IIE-Vega for Aware.org Drinking Games
Bronze Loerie goes to Ncumisa Vabaza, Abongile Nongqoza, Busisiwe Laveni, Tembukazi Ncanisa from Nelson Mandela University for Aware.org Who Influenced Who? campaign
Silver Loerie goes to Anna Durr from Red & Yellow Creative School of Business for Aware.org You can make it campaign
Digital - Display Advertising
Silver Loerie goes to Nando's and VMLY&R South Africa for Nando's Loadshedding
Silver Loerie goes to Joburg Ballet and TBWA Hunt Lascaris Johannesburg for In Rehearsal for Unbound
Digital - Website or Microsite
Bronze Loerie goes to MakeReign for Introducing MakeReign on the global stage
Silver Loerie goes to Loto Libanais and Impact BBDO for Dream Number
Gold Loerie goes to Amnesty International and Joe Public United for #SignTheSmileOff
Digital - Social Media
Bronze Loerie goes to Lebanese Ministry Of Environment and IMPACT BBDO for #SaveOurFace
Bronze Loerie goes to SABRIC and So Interactive for Some things shouldn't be shared
Bronze Loerie goes to TikTok and The Classic Partnership for #CreateForGood
Bronze Loerie goes to Famous Brands and FCB Joburg (Pty) Ltd for Headless Man
Bronze Loerie goes to Etisalat and Impact BBDO for Forgotten Names
Bronze Loerie goes to CANSA and HelloFCB+ for Don't Fear the Finger
Digital Digital Applications, Games & Interactive Tools
Bronze Loerie goes to KFC and Ogilvy Cape Town, Mindshare, Cali4ways Games for KFC Boet Fighter
Silver Loerie goes to Bose and Wunderman Thompson Dubai for Bose Noise-O-Meter
Silver Loerie goes to Tohum Autism Foundation on Minecraft and 4129Grey for Autism School on Minecraft
Digital - Mobile Media
Bronze Loerie goes to Hollard Insurance and VMLY&R South Africa for Hollard InstaStory Books
Silver Loerie goes to WH Smith and FP7McCann, Dubai for PopUp Books
Digital - Data Driven Campaign
Bronze Loerie goes to Snickers and Impact BBDO Dubai for Hunger Insurance
Digital Crafts - Writing
Craft Certificate goes to Pendering Awards and Toasted Samish for English Never Loved Us
Craft Certificate goes to MTN South Africa and TBWA Hunt Lascaris Johannesburg for The Lazarusman
Digital Crafts - Use of Technology
Craft Certificate goes to Bose and Wunderman Thompson Dubai for Bose Noise-O-Meter
Craft Certificate goes to Socrates Magazine and 4129Grey for The Teacher Of My Dreams
Craft Gold goes to Pineapple insurance and MakeReign for Insurance with a snap
Integrated Campaign
Bronze Loerie goes to Snickers and Impact BBDO Dubai for Hunger Insurance
Bronze Loerie goes to Fiftyfifty Lebanon and Impact BBDO for Close The Gap

Bronze Loerie goes to POWA and Black River FC for RSA
Bronze Loerie goes to Amnesty International and Joe Public for #SignTheSmileOff
Bronze Loerie goes to Joburg Ballet and TBWA Hunt Lascaris Johannesburg for In Rehearsal for Unbound
Silver Loerie goes to Loto Libanais and Impact BBDO for Dream Number
Silver Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it.
Silver Loerie goes to LOSEV and Rafineri Reklamcilik for DEAR BROTHER
Gold Loerie goes to Mastercard and FP7McCann, Dubai for Astronomical Sales
Gold Loerie goes to Hype Magazine, Tears Foundation and TBWA Hunt Lascaris Johannesburg for BLAME NO MORE
Media Innovation - Single Medium
Bronze Loerie goes to Bose and Wunderman Thompson Dubai for Bose Noise-O-Meter
Bronze Loerie goes to Standard Bank and M&C Saatchi Abel for Deaf Radio
Bronze Loerie goes to Majid Al Futtaim - City Centre and MullenLowe MENA FZ LLC for Google Street Fashion Show
Bronze Loerie goes to KFC and Ogilvy Johannesburg for The KFC Buckarapa
Silver Loerie goes to Al Futtaim IKEA and Mamac Ogilvy Dubai for Buy with your time
Silver Loerie goes to AB InBev and Promise for Cold Tracker
Media Innovation - Media Campaign
Silver Loerie goes to An-Nahar Newspaper and Impact BBDO Dubai for The New National Anthem Edition
Gold Loerie goes to Mastercard and FP7McCann, Dubai for Astronomical Sales
Brand South Africa Young Creatives Award
Tshepo Tumahole from Joe Public United
Jarryd Duthoit from Left Post Production

Congratulations to all the winners!

In case you missed it:



#Loeries2020: Day one winners

Jessica Tennant 16 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

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. marketingnews@bizcommunity.com

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