ALL THE LOERIE AWARDS DAY 1 WINNERS!

Day one of the 2021 Loeries Creative Week commenced in Cape Town on Wednesday, 20 October with hundreds of creative minds from across Africa and the Middle East converging to enjoy a programme of Loeries Creative Hour Live masterclasses and the Loeries Cinematic Experience. The events on day one kick-off three days of recognising and rewarding the creative excellence found within the region.

Twitter

The Loeries Creative Hour Live masterclass featured denstu Africa CEO, Dawn Rowlands and Isobar Kenya ecd, Maxwell Ngari with a focus on innovation in the media environment.

Attendees then headed to the Loeries Cinematic Experience at Cavendish in Cape Town, Sandton in Johannesburg and Gateway in Durban to see the winners on the big screen. The cinema awards experience included a digitally mastered show for the theatre environment, DJs, brand activations and an opportunity to meet other members of the industry face-to-face for the first time in months. All this was done following the highest Covid-19 safety protocols.

Winners from several categories including Digital Communication and Out of Home as well as the Marketing Leadership and Innovation Award and Young Creatives winners were announced on the first day. This year the Marketing Leadership and Innovation award went to Khensani Nobanda, Nedbank group executive: Group Marketing and Corporate Affairs.

Introduced in 2007 the Award recognises individual excellence in brand communication over an extended period who demonstrated individual and brand success, both in the market and at the Loeries over the past few years.

The list of category winners is below:

Out of Home						
Category	**Prize**	**Agency**	**Brand**	**Product**	**Title**	**Country**
Ambient	Silver	MullenLowe MENA FZ LLC & UAE Government Media Office	UAE Government Media Office	Emirates Mars Mission	Double Moon	United Arab Emirates
Ambient	Bronze	King James Group	Stella Artois	Stella Artois Premium Beer	Wet Paint	South Africa
Ambient	Bronze	DUKE Advertising (Pty) Ltd	Little Green Beverage Company	Jive Cooldrink	Dala your Colour	South Africa
Direct Mail	Bronze	Digitas Liquorice	Unilever	Hellmann's Mayonnaise	Dinner in the Dark	South Africa
Outdoor Media	Bronze	FP7 McCann MENAT	Knorr Egypt	CSR Platform	Rooftop Farms	United Arab Emirates
Outdoor Media	Gold	Havas Middle East	adidas	swimwear	adidas Liquid Billboard	United Arab Emirates
Outdoor Media	Campaign Silver	Serviceplan Middle East	MINI	MINI	Adaptive LED Headlights	United Arab Emirates
OOH Crafts - Writing	Craft Certificate	DUKE Advertising (Pty) Ltd	Riscura Holdings South Africa (Pty) Ltd	Riscura	UPSHOT	South Africa
OOH Crafts - Art Direction	Craft Certificate	Havas Middle East	adidas	swimwear	adidas Liquid Billboard	United Arab Emirates
OOH Crafts - Use of Technology	Craft Gold	MullenLowe MENA FZ LLC & UAE Government Media Office	UAE Government Media Office	Emirates Mars Mission	Double Moon	United Arab Emirates
OOH Crafts - Art Direction	Campaign Craft Gold	Serviceplan Middle East	MINI	MINI	Adaptive LED Headlights	United Arab Emirates
Print						
Print Advertising	Silver	King James Group	Blackboard	Education	Just for awards	South Africa
Indoor Posters	Gold	Joe Public United	Converse	Unity Laces	Zambia	South Africa
Print Advertising	Campaign Silver	The Odd Number	Salvation Army	Charity	Jeans	South Africa
Print Advertising	Campaign Silver	VMLY&R South Africa	Thesis Apparell	Clothing	Freedom Collection	South Africa
Print Advertising	Campaign Bronze	Noah's Ark Communications Limited	Hacey Foundation	Social Change	Stop Cut Project (Father)	Nigeria
Print Advertising	Campaign Bronze	TBWA\RAAD	Connect	Connect Internet	XXX Parental Control	United Arab Emirates
Print Advertising	Campaign Bronze	Joe Public United	Chicken Licken	Slyders	Hike	South Africa
Indoor Posters	Campaign Bronze	Joe Public United	SANBS	Poster	Lusanda Buthelezi	South Africa
Print Crafts - Art direction	Craft Certificate	VMLY&R South Africa	Thesis Apparell	Clothing	Freedom Collection	South Africa
Print Crafts - Writing	Craft Gold	DUKE Advertising (Pty) Ltd	Riscura Holdings South Africa (Pty) Ltd	Riscura	UPSHOT	South Africa
Print Crafts - Art direction	Campaign Craft Gold	Joe Public United	Converse	Unity Laces	Zambia	South Africa
Print Crafts - Photography	Campaign Craft Certificate	The Odd Number	Salvation Army	Charity	Jeans	South Africa
Young Creatives						
Young Creatives	Gold	Mam'Gobozi Design Factory	Nontokozo Tshabalala		Creative	South Africa
Young Creatives	Gold	Grey Advertising	Tyler Lambert		Copywriter	South Africa

Shared Value and Service Design						
Shared Value	Gold	Oxygene Marketing Communications	Kenya Breweries Limited (KBL)	Value Beer	Growing value through Senator Keg	Kenya
Shared Value	Silver	Sappi Southern Africa	Sappi Forests	Enterprise Development Programme	Sappi Khulisa	South Africa
Service Design	Silver	MakeReign	Pineapple	Insurtech	Insurance with a Snap	South Africa
Shared Value	Bronze	Tessera Communications Ltd.	Safaricom	Bonga Loyalty Points	Bonga for Good Initiative	Kenya
Design						
Architecture	Gold	SAOTA	Greg Truen	Residential Home	Kloof House	South Africa
General Product Design	Gold	Joe Public United	Chicken Licken	Brand	Soul Fuel Safe Lamp	South Africa
General Design	Silver	Joe Public	South African Breweries		Clan Beat	South Africa
Brand Identity & Collateral Identity Programmes	Silver	Superunion Africa (Pty) Ltd	PEP	Brand Identity	“Affordable” doesn’t have to mean cheap	South Africa
Design for Digital	Silver	TBWA Hunt Lascaris South Africa	Spotify	Spotify Premium	But make it Mzansi	South Africa
Fabric Design	Silver	TBWA\RAAD	The Lebanese Army	PeaceCamo Army Uniform	PeaceCamo	United Arab Emirates
Fabric Design	Silver	Joe Public United	Converse	Unity Laces	Unity Laces	South Africa
Architecture	Bronze	SAOTA	Greg Truen	Residential Farm & Guest House	Buffelsdrift	South Africa
Brand Identity & Collateral Logos	Bronze	Halo Advertising Pty Ltd	48 Hours	Social Media Crisis Consultancy	48 Hours	South Africa
Design Mixed-Media Campaign	Bronze	VMLY&R South Africa	Thesis Apparell	Clothing	Freedom Collection	South Africa
Design Mixed-Media Campaign	Bronze	VMDSGN	Goodwill Collection	Merchandise	ZARights	South Africa
Brand Identity & Collateral Identity Programmes	Bronze	HKLM Connect	Rand Merchant Bank	Corporate Identity Design	RMB Rebrand	South Africa
Motion Graphic Design	Bronze	Wicked Pixels	Turner (Warner Media)	Toonami	Toonami Rebrand	South Africa
Brand Identity & Collateral Identity Programmes	Bronze	Grid Worldwide	David Higgs	David Higgs	Ingredients for good	South Africa
Interior Design & Temporary Structures	Gold	Platform Creative Agency	V&A Waterfront	Installations	Joy From Africa	South Africa
Motion Graphic Design	Campaign Silver	HelloFCB+	CITY OF CAPE TOWN	PSA COVID LOCKDOWN	HOW ARE YOU? - DEPENDENCY	South Africa
Design Crafts - Illustration	Craft Certificate	TBWA Hunt Lascaris South Africa	Spotify	Spotify Premium	But make it Mzansi	South Africa
Design Crafts - Illustration	Craft Gold	Joe Public	Arrive Alive	Road Safety	Tequila Face	South Africa
Design Crafts - Illustration	Campaign Craft Gold	Pola Maneli Illustration	The Constitution Hill Trust	Animation Series	We Made The Constitution	South Africa
Design Crafts - Writing for Design	Campaign Craft Certificate	Joe Public	Nedbank	Brand	Le Grandeur	South Africa
Digital						
Social Media	Gold	TBWA \ Hunt Lascaris South Africa	MTN Group Brand and Marketing Communications	MTN Group	Wear it for me	South Africa
Social Media	Gold	King James Group	Sanlam	Sanlam	The Olympian	South Africa
Applications, Games & Interactive tools	Gold	TBWA\RAAD	KFC Arabia	KFC	Shift+K+F+C	United Arab Emirates

Social Media	Silver	Retroviral	Kreepy Krauly	Kreepy Krauly	My Kreepy Teacher	South Africa
Social Media	Silver	Showmax	Showmax	Tali's Baby Diary	Tali's Baby Diary	South Africa
Applications, Games & Interactive tools	Silver	INJOZI Design CC & Joe Public United	Chicken Licken	Chicken Licken Hotwings®	Feed Their Craving	South Africa
Applications, Games & Interactive tools	Silver	King James Group	Sanlam	Savings Month	Savings J/AR	South Africa
Data Driven Campaign	Silver	M&C Saatchi Abel	Superbalist.com	Superbalist Winter Collection	The Superbalist Winter Hits	South Africa
Applications, Games & Interactive tools	Bronze	FCB Durban	Dunlop Tyres SA	Dunlop Grandtrek Tyres	Grandtrek Uncharted	South Africa
Social Media	Bronze	The Riverbed	Aware.org	Alcohol responsibility and education	Passengers	South Africa
Social Media	Bronze	KFC SA (Pty) LTD & Mother London	KFC South Africa	Brand Equity	#UntilWeCanFingerLickAgain	South Africa
Social Media	Bronze	Publicis	Spotify	Spotify Africa	#AfricaDay	South Africa
Website or Microsite	Bronze	M&C Saatchi UAE	Pizza Hut	Pizza Hut Brand	Offline Hour	United Arab Emirates
Social Media	Bronze	Ogilvy South Africa	Ab InBev	Castle Lite	Hot as Hell	South Africa
Social Media	Bronze	Serviceplan Middle East	TECOM Group	Dubai Design District	Distant Neighbours	United Arab Emirates
Website or Microsite	Bronze	MakeReign	Shelflife	Streetwear Retailer	The new shelflife.co.za	South Africa
Website or Microsite	Bronze	MakeReign	Parsons Branding	Design Company	The new parsonsbranding.com	South Africa
Applications, Games & Interactive tools	Bronze	DENTSU Kenya, TESSERA Communications	Safaricom	M-PESA	Bonga For Good	Kenya
Digital Crafts - Writing	Craft Certificate	M&C Saatchi Abel	Nando's	Full Chicken Sharing Meal – Fed-up Festive Feast	We Wish this Year Never Happened	South Africa
Digital Crafts - Use of Technology	Craft Certificate	M&C Saatchi UAE	Pizza Hut	Pizza Hut Brand	Offline Hour	United Arab Emirates
Digital Crafts - Use of Technology	Craft Gold	Joe Public	POWA (People Opposing Women Abuse)	Brand	The Abused News	South Africa
Digital Crafts - User Experience Design	Craft Gold	King James Group	Sanlam	Savings Month	Savings J/AR	South Africa
Film						
Online above 30s	Gold	Retroviral	Kreepy Krauly	Kreepy Krauly	My Kreepy Teacher	South Africa
Music Videos	Gold	Thabang Lehobye (Lefuku Metsi)	Msaki	Stopmotion Music Video	Blood guns and revolution	South Africa
Online above 30s	Gold	Massif Media (PTY) Ltd	Shelflife	Sneakers	Nike MMW	South Africa
TV Trailers & Content Promos	Gold	Arcade Content	Mutant	Mutant	Mutant	South Africa
TV & Cinema Commercials - up to 90s	Silver	The Riverbed	Aware.org	Alcohol responsibility and education	Passengers	South Africa
Branded Content Single	Silver	King James Group	Sanlam	Sanlam	The Olympian	South Africa
Branded Content Single	Silver	Joe Public	POWA (People Opposing Women Abuse)	Brand	The Abused News	South Africa
TV & Cinema Commercials - up to 90s	Bronze	Joe Public	Chicken Licken	Brand	Soulful Nation	South Africa
TV & Cinema Commercials - above 90s	Bronze	Joe Public	Chicken Licken	Super Slider	Nyathi Rider	South Africa

Online above 30s	Bronze	Patriot Films	CareZA	CareZA- Gender Based Violence	CareZA - Gender Based Violence	South Africa
Music Videos	Bronze	Joe Public United	South African Breweries	Castle Milk Stout	Madala Kunene x Muzi - Ko Mama	South Africa
TV & Cinema Commercials - up to 90s	Bronze	FP7 McCann MENAT	Home Centre	Father's Day & Beyond	A Dad's Job	United Arab Emirates
TV & Cinema Commercials - up to 90s	Bronze	TBWA Hunt Lascaris South Africa	MTN South Africa	Sponsorship	Jerseys	South Africa
Branded Content Series	Gold	Gold	SuperSport & SA Rugby	Springboks	Chasing the Sun	South Africa
Online above 30s	Campaign Silver	TBWA \Hunt Lascaris South Africa	Datsun South Africa	Datsun Go	Children	South Africa
TV & Cinema Commercials - up to 90s	Campaign Silver	Ogilvy South Africa	KFC	KFC Box Meals	Bowler	South Africa
TV & Cinema Commercials - up to 90s	Campaign Bronze	Joe Public	Nedbank	Brand	ZeroStars	South Africa

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