

# Loeries 2002 finalists

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## Audio Visual finalists

### Category: Product

Company [John Bonham Carter Experiential Marketing](#)  
Advertiser American Express  
Product Credit Card  
Title Blue

Company [John Bonham Carter Experiential Marketing](#)  
Advertiser South African Tourism  
Product South African Tourism  
Title Do you believe ?

Company John Bonham Carter Experiential Marketing  
Advertiser Nissan  
Product Bakkie  
Title Hardbody

Company Ogilvy & Mather Rightford Searle-Tripp & Makin  
Advertiser Audi SA  
Product Audi A4  
Title Forward Thinking

Company VWV Group  
Advertiser BMW SA  
Product BMW Compact  
Title BMW Compact launch

Company O'Mage  
Advertiser Daimler Chrysler South Africa  
Product Vehicles: 4x4  
Title Colt Club Cab Launch

Company O'Mage  
Advertiser Daimler Chrysler South Africa  
Product Motor Accessories: Motor  
Title DCSA AMG Launch

Company Dinergy  
Advertiser Sappi  
Product Uniqa  
Title The Beautiful Terrible Machine

Company Brown Audio Visual Productions  
Advertiser BMW SA  
Product BMW C1  
Title You Can Leave Your Hat Off

Company VWV Studios  
Advertiser Microsoft  
Product Visual Studio .NET  
Title Visual Studio .NET launch

## **Category: Service**

Company Jumping Dust  
Advertiser Mondi Forests  
Product Mondi forests work Safety  
Title Cabanga Ngokuphepha - Sebenza Uphephile

Company Brown Audio Visual Productions  
Advertiser JOHNNIC  
Product SABRE (research)

Title No Secrets

Company Berry Bush BBDO

Advertiser BPSA

Product BP Fuelmaster

Title Express

Company VWV Studios

Advertiser ABSA

Product ABSA Corporate and Merchant

Title ABSA ACMB

## **Category: Corporate**

Company FCB-Impact

Advertiser First Rand

Product Staff Motivation

Title First Rand Financial Imagineers

Company John Bonham Carter Experiential Marketing

Advertiser SAP Africa

Product Saphila 2001

Title Grand Prix

Company Ducks in a Row Productions

Advertiser Debswana

Product Internal Communication

Title Debswana - New Logo Launch

Company VWV Group

Advertiser Eskom

Product Eskom

Title Eskom

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)

Advertiser Volkswagen SA

Product Corporate

Title Tribute

Company O'Mage

Advertiser Mobile Telephone Networks Africa

Product Telecommunications: Networks

Title MTN Africa Corporate Video

Company fade 2 black

Advertiser Prism International

Product Corporate Video

Title Prism International

Company Saatchi & Saatchi

Advertiser Nike

Product Soccer & Rugby

Title Nike - Kaizer Chiefs & Springboks Sponsorship

## **Category: Multi Screen - Product**

Company [VWV Group](#)

Advertiser BATSA

Product BAT Brands

Title BAT Brands

## **Category: Multi Screen - Service**

Company [VWV Group](#)

Advertiser VWV Group

Product One-to-one Marketing

Title One-to-one for Everyone

## **Category: Multi Screen - Corporate**

Company [VWV Group](#)

Advertiser Telkom

Product Telkom

Title The Power of the Pride

Company [O'Mage](#)

Advertiser Sappi

Product Paper Manufacture

Title Sappi IPOY 2001

## **Campaign (Design) finalists**

## **Category: Promotional Marketing Campaigns**

Company [The Jupiter Drawing Room \(South Africa\)](#)

Advertiser [Musica](#)

Product [Musica - Sale](#)

Title [Soul Food](#)

Company [Saatchi & Saatchi](#)

Advertiser [Klein Karoo Nasionale Kunstefees](#)

Product [Klein Karoo Nasionale Kunstefees](#)

Title [Heksie, Sarel, DNN, Pulp, Wielie Walie](#)

Company [Saatchi & Saatchi](#)

Advertiser [Adopt-a-Minefield](#)

Product [Adopt-a-Minefield](#)

Title [Single Sock, Boot of Italy, Dispenser, Banner](#)

Company [King James RSVP](#)

Advertiser [Young Designers Emporium](#)

Product [Young Designers Emporium Sale](#)

Title [Real South African Sale](#)

[Company Lowe Bull Calvert Pace Johannesburg](#)

[Advertiser Dulux](#)

[Product Paint](#)

[Title BubbleGum Machine, Swimming Pool, Sun Tan, Teeth](#)

## **Category: Graphic Design Campaigns**

[Company The Jupiter Drawing Room \(South Africa\)](#)

[Advertiser Green Cross](#)

[Product Green Cross Health Shoes](#)

[Title Icons](#)

[Company The Jupiter Drawing Room \(South Africa\)](#)

[Advertiser Foschini](#)

[Product Foschini - Fashion Retailer](#)

[Title Gloria 2001](#)

[Company TBWA Gavin Reddy](#)

[Advertiser Wicked Hair Company](#)

[Product Wicked Hair Company](#)

[Title Wicked Hair Company](#)

[Company TBWA Gavin Reddy](#)

[Advertiser Apartheid Museum](#)

[Product Museum](#)

[Title Apartheid Museum](#)

## **3D and Environmental finalists**

## **Category: Interior Design**

Company [Brown KSDP](#)

Advertiser Dockers Pan Europe

Product Retail Interior

Title Dockers Pan Europe

Company [TBWA Gavin Reddy](#)

Advertiser Apartheid Museum

Product Interiors

Title Apartheid Museum

## **Category: Product Design (contributing to Brand Equity)**

Company [Brown KSDP](#)

Advertiser Melrose Arch

Product Urban Furniture & Wayfinding

Title Melrose Arch - Urban Furniture & Wayfinding System

Company [Brown KSDP](#)

Advertiser Spoornet

Product FLS Coach

Title Spoornet FLS Coach

Company Net#work BBDO Advertising  
Advertiser Metro FM  
Product Corporate  
Title Music Award

## **Category: Architecture (contributing to Brand Equity)**

Company TBWA Gavin Reddy  
Advertiser Apartheid Museum  
Product Architecture  
Title Apartheid Museum

## **Corporate Identities finalists**

## **Category: Logos**

Company Berry Bush BBDO  
Advertiser Dept of Correctional Services  
Product Pollsmoor Prison Band  
Title Bars

Company Red Nail  
Advertiser Siyaqhubeka  
Product Siyaqhubeka  
Title Siyaqhubeka

Company Red Nail  
Advertiser The S.A. National Museum of Military History  
Product The S.A. National Museum of Military  
Title The War Museum

Company TBWA Gavin Reddy  
Advertiser Wicked Hair Company  
Product Wicked Hair Company  
Title Wicked Hair Company

Company Delapse  
Advertiser Gatehouse  
Product Film Production company  
Title Gatehouse

Company Bester Burke D'Arcy  
Advertiser Kudu Films  
Product Kudu Films  
Title Horns

Company Dinergy  
Advertiser Dinergy  
Product Agency  
Title Dinergy

Company Creative Natives

Advertiser Communication and Advertising Forum For Empowerment  
Product CAFE  
Title CAFE Logo

## Category: Minor ID Programmes

Company Eye Design Studio  
Advertiser Claire Rayner  
Product Claire inc.  
Title Claire - Radio Producer

Company Brown KSDP  
Advertiser Cell C  
Product Corporate Identity  
Title Cell C

Company Red Nail  
Advertiser The S.A. National Museum of Military History  
Product The S.A. National Museum of Military History  
Title The War Museum

Company Red Nail  
Advertiser Siyaqhubeka  
Product Siyaqhubeka  
Title Siyaqhubeka

Company TBWA Gavin Reddy  
Advertiser Bruce Ennion Blinds  
Product Bruce Ennion Blinds  
Title Blinds

Company TBWA Gavin Reddy  
Advertiser Apartheid Museum  
Product Stationery Range  
Title Apartheid Museum

Company TBWA Gavin Reddy  
Advertiser Wicked Hair Company  
Product Wicked Hair Company  
Title Wicked Hair Company

Company TBWA Gavin Reddy  
Advertiser Sonke Colours  
Product Sonke Colours  
Title Sonke

Company Code  
Advertiser Code Design  
Product Financial Consultancy  
Title Solve

Company Saatchi & Saatchi

Advertiser Chilli 'n Lime  
Product Chilli 'n Lime  
Title Chilli 'n Lime Stationery

Company Saatchi & Saatchi  
Advertiser Young Designers Emporium  
Product Clothing  
Title YDE

Company Delapse  
Advertiser Gatehouse  
Product Corporate Identity Stationery  
Title Gatehouse

Company Switch Branding & Design  
Advertiser Bouyges  
Product Mesure Facilities Management  
Title Mesure

Company Original Writing & 9 Design  
Advertiser Human Truth  
Product Human Truth Productions  
Title Human Truth

## General Design and Brand finalists

### Category: Calendars

Company Herdbuoys McCann-Erickson  
Advertiser Eskom  
Product Eskom 2002 Calendar  
Title The Power Of The Elements

Company Disturbance Design  
Advertiser Rohm & Haas  
Product Chemical Additives  
Title DIY Calendar

Company Disturbance Design  
Advertiser Disturbance Design  
Product Graphic Design  
Title Disturbance Calendar

Company Net#work BBDO Advertising  
Advertiser Childline  
Product Corporate  
Title By children for children

Company Net#work BBDO Advertising  
Advertiser Cell C  
Product Corporate  
Title 'C' Calendar



## Category: Typeface Design

Company Orange Juice Design

Advertiser i-jusi.com

Product Typeface

Title Winky

## Category: Corporate Posters (contributing to Brand Equity)

Company TBWA Gavin Reddy

Advertiser Bruce Ennion Blinds

Product Corporate

Title Blinds

Company TBWA Gavin Reddy

Advertiser Apartheid Museum

Product Museum Cafeteria

Title Lunch

Company TBWA Gavin Reddy

Advertiser Wicked Hair Company

Product Corporate

Title Wicked Hair

Company Net#work BBDO Advertising

Advertiser Cell C

Product Corporate

Title Teaser Launch

Company Net#work BBDO Advertising

Advertiser S Bacher

Product Tomato

Title X-Ray (Bag, Watch, Sunglasses)

Company Net#work BBDO Advertising

Advertiser S Bacher

Product Tomato

Title Winder, Hands, Cog, Label

Company The Jupiter Drawing Room (South Africa)

Advertiser Nike

Product Nike Shox XT7

Title Track

## Literature Design finalists

## Category: Annual Reports

Company FCB Johannesburg

Advertiser St. Johns Ambulance

Product Annual Report

Title St. John's Ambulance Annual Report

Company TBWA Gavin Reddy  
Advertiser CorpCapital  
Product Annual Report  
Title CorpCapital Annual Report

Company Code  
Advertiser Code  
Product Annual Report  
Title Mettle/Asteroids

Company [code]  
Advertiser m Cubed  
Product m Cubed Annual Report  
Title m Cubed

Company Cross Colours  
Advertiser Nando's  
Product Annual Report  
Title Nando's Annual Report

## **Category: Brochures**

Company Orange Juice Design  
Advertiser Unique Catering Services  
Product Brochure  
Title Fresh

Company Orange Juice Design  
Advertiser BYM  
Product Brochure  
Title BYM Application Kit

Company Disturbance Design  
Advertiser Disturbance Design  
Product Graphic Design Studio  
Title Book of Revelations

Company TBWA Gavin Reddy  
Advertiser Apartheid Museum  
Product Brochure  
Title Apartheid Museum Brochure

Company King James RSVP  
Advertiser 20twenty  
Product 20twenty  
Title 20twenty Brag Document

## **Category: Publication Design**

Company Orange Juice Design  
Advertiser Orange Juice Design  
Product Magazine

Title i-jusi # 15

Company Orange Juice Design

Advertiser French Institute of SA

Product Book

Title Diro Zulu

Company Orange Juice Design

Advertiser Durban Art Gallery

Product Book

Title Umbukiso

Company Disturbance Design

Advertiser Mail & Guardian

Product Published Book

Title Rabbit Season (cover)

## **Category: Technical Literature**

Company Brown KSDP

Advertiser NOCSA

Product NOCSA Brochure

Title NOCSA Brochure

Company FCB Johannesburg

Advertiser Vodacom

Product 4U Prepaid Cellular

Title Vodacom 4U

## **Packaging finalists**

## **Category: General**

Company Disturbance Design

Advertiser African Dope Records

Product CD

Title 4/4 Down the Stairs - Felix Laband

Company Net#work BBDO Advertising

Advertiser Cell C

Product Corporate

Title Starter Pack

## **Category: Ranges**

Company The Jupiter Drawing Room (South Africa)

Advertiser Foschini

Product Shopping Bags

Title Hand-bags

Company The Jupiter Drawing Room (South Africa)

Advertiser Green Cross

Product Green Cross Shoe Packaging  
Title Icon Boxes

## Promotional Marketing finalists

### Category: Consumer Promotions - Food and Beverages

Company King James RSVP  
Advertiser Guinness UDV  
Product Bell's Whisky  
Title Bell's Golf Car Giveaway

Company Net#work BBDO Advertising  
Advertiser Ceres Fruit Juices  
Product Liquifruit Summer Promotion  
Title Lucky 100

### Category: Consumer Promotions - Other

Company The Jupiter Drawing Room (South Africa)  
Advertiser Musica  
Product Musica Christmas  
Title Christmas

Company The Jupiter Drawing Room (South Africa)  
Advertiser Musica  
Product Musica Sale  
Title Freaky Sale

### Category: In-Store - Food and Beverages

Company King James RSVP  
Advertiser Guinness UDV  
Product Johnnie Walker Black Label  
Title Step Up

Company TBWA Hunt Lascaris  
Advertiser Tiger Brands  
Product Colman's Spray & Cook  
Title Slipped Poster

### Category: In-Store - FMCG

Company TBWA Gavin Reddy  
Advertiser CNA  
Product Adult Magazines  
Title Porn

### Category: In-Store - Automotive

Company TBWA Hunt Lascaris  
Advertiser BMW

Product BMW X5

Title Contour Map

## **Category: In-Store - Other**

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Swimming Pool

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Teeth

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Suntan

Company Saatchi & Saatchi

Advertiser Adopt-a-minefield

Product Adopt-a-minefield

Title Shop Display

Company King James RSVP

Advertiser Young Designers Emporium

Product Young Designers Emporium Sale

Title Real South African Sale

## **Category: Trade Promotions - Services**

Company Disturbance Design

Advertiser Disturbance Design

Product Graphic Design Studio

Title Book of Revelations

## **Category: Event Marketing**

Company Disturbance Design

Advertiser Sean Chester & Clare Jabbitt

Product Wedding Invitation

Title True Romance Wedding Invitation

Company Ogilvy & Mather Rightford Searle Tripp & Makin

Advertiser R E A D

Product Readathon 2002

Title Readathon 2002

Company The Jupiter Drawing Room (South Africa)

Advertiser Nike

Product Two Oceans Marathon

Title Bowerman Series

Company Saatchi & Saatchi

Advertiser Nike

Product Child Welfare Initiative

Title Virtual Two Oceans Marathon

Company Switch Branding & Design

Advertiser Coca Cola Southern & East Africa

Product Odyssey, Belief, Reality, Vision

Title Odyssey

## **Category: Direct Mail - Print**

Company Dinergy

Advertiser Chabad House

Product Chabad House

Title Miracle Drive 2002

Company Net#work BBDO Advertising

Advertiser Virgin Atlantic

Product Premium Economy

Title Department of Immigration

## **Category: Direct Mail - 3D Mailing**

Company Tequila Johannesburg

Advertiser MTN

Product MTN Top 100 Clients

Title Throat Lozenges

Company J Walter Thompson Cape Town

Advertiser Touchline Media

Product Shape Magazine

Title Test

Company TBWA Gavin Reddy

Advertiser Apartheid Museum

Product School Awareness

Title Segregation

## **Category: Direct Mail - Digital (e-mails)**

Company The Jupiter Drawing Room (South Africa)

Advertiser Nike

Product Direct e-mail

Title DFM emailer

Company Code

Advertiser Code Design

Product Code

Title Code Self-promotional mailer

## Category: Other

Company Produce Interactive Design

Advertiser streetcar.com

Product streetcar.com

Title Trip Home

Company TBWA Gavin Reddy

Advertiser SPCA

Product Awareness

Title Deaf

Company TBWA Gavin Reddy

Advertiser Anytime Plumbing

Product Corporate

Title Toilet Paper

Company Saatchi & Saatchi

Advertiser Adopt-a-Minefield

Product Adopt-a-Minefield

Title Dispenser

Company Saatchi & Saatchi

Advertiser National Council Against Smoking

Product Anti-Smoking Campaign

Title Matches

Company King James

Advertiser Cape Argus

Product Cape Argus

Title Reconciliation Day Masthead

Company King James RSVP

Advertiser Mines Action Southern Africa

Product International Campaign to ban

Title Armless t-shirt

Company Original Writing & 9 Design

Advertiser Sappi

Product Sappi World Design Convergence

Title Chromolin Cover Hi-Jack

Company TBWA Hunt Lascaris

Advertiser ETV

Product Soprano's @ ETV

Title Soprano's

Company Tequila Cape Town

Advertiser BMW South Africa Pty Ltd

Product BMW Pavilion Invitation

Title BMW Pavilion

Company Bester Burke D'Arcy  
Advertiser Roche  
Product Berocca  
Title Sharp

## Campaign (advertising) finalists

### Category: Press/Magazine Campaign

Company Berry Bush BBDO  
Advertiser Media24  
Product News24  
Title Interesting times: Palestinian/Cricketers/Bird

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant, Purple Rinse, Sunburn & Poo

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Cape Times  
Product Cape Times  
Title Dog, Clown & String

Company The Jupiter Drawing Room (South Africa)  
Advertiser Prodec Paints  
Product Paint  
Title Livingroom, Bedroom, House

Company The Jupiter Drawing Room (South Africa)  
Advertiser AAA School of Advertising  
Product Recruitment Drive  
Title Snow, Gingerbread Men, SLK, Can, Plate

Company Saatchi & Saatchi  
Advertiser Procter & Gamble  
Product Oil of Olay  
Title Tock Tick, Tree-Trunk

Company King James  
Advertiser Research Surveys  
Product Research Surveys  
Title Curiosity

Company TBWA Hunt Lascaris  
Advertiser BIC  
Product Tippex  
Title Ireland,HIV

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant



Title Antelope, Elephant, Crocodile & Rabbit

Company TBWA Hunt Lascaris

Advertiser Standard Bank

Product Home Loans

Title Toothbrush, Dig's Fridge & Kid's Drawing

## **Category: Radio Campaign**

Company FCB Johannesburg

Advertiser Toyota SA

Product Tazz

Title Tazz Guy

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Yellow, Blue & Pink

Company Red Nail

Advertiser Virgin Drinks

Product Virgin Colours

Title Liquid Imagination

Company King James

Advertiser 20twenty

Product 20twenty

Title 20twenty

Company King James

Advertiser Cape Argus

Product Cape Argus

Title Forsyth

Company TBWA Hunt Lascaris

Advertiser Standard Bank

Product Small and Medium Enterprises

Title Cheese water/Lawn sandals/Automatic chew counter

Company Net#work BBDO Advertising

Advertiser Metro Fm

Product Corporate

Title I Am Beat

## **Category: Sponsorship Campaign**

Company King James

Advertiser Cape Argus

Product Gun Run

Title Gun Run

## **Category: Television Campaign**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant, Slam & Caterpillar

Company The Jupiter Drawing Room (South Africa)  
Advertiser AAA School of Advertising  
Product Recruitment Drive  
Title SLK, Interflora, Can

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (CT)  
Advertiser Volkswagen S.A  
Product Golf GTI Rally  
Title Curio, View

Company Saatchi & Saatchi  
Advertiser OSRAM  
Product Light-Bulbs  
Title Beans, Daynight, SuperSport

Company TBWA Hunt Lascaris  
Advertiser Nashua Mobile  
Product Nashua Mobile Tennis Sponsorship  
Title Umpire, Change Please, Peek, Sniff

## **Category: Mixed Media Campaign (Advertising and Design)**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant/Purple Rinse, Sunburn/Foul, Yellow/Pink

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Two Oceans Marathon  
Title Bowerman Running Series

Company The Jupiter Drawing Room (South Africa)  
Advertiser CD Wherehouse  
Product CD Wherehouse - Music Retailer  
Title Waterfront Store Opening

Company TBWA Gavin Reddy  
Advertiser Apartheid Museum  
Product Corporate  
Title Apartheid

Company Saatchi & Saatchi  
Advertiser OSRAM  
Product Light-Bulbs  
Title Beans, Daynight, Dawn, Imitation, Mozzi Net

Company King James

Advertiser Coty

Product Zero Gravity

Title Zero Gravity

Company TBWA Hunt Lascaris

Advertiser Tiger Brands

Product Colman's Spray and Cook

Title Price Tags, Slipped Poster & Slipped Billboard

Company Net#work BBDO Advertising

Advertiser Cell C

Product Corporate

Title Launch - Numbers

Company Net#work BBDO Advertising

Advertiser Metro FM

Product Corporate

Title Beat

## **Category: Poster Campaign (Advertising and Design)**

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Pregnant, Sunburn & Poo

Company The Jupiter Drawing Room (South Africa)

Advertiser Prodec Paints

Product Paint

Title Living Room, Bedroom, House

Company The Jupiter Drawing Room (South Africa)

Advertiser AAA School of Advertising

Product Recruitment Drive

Title Snow, Gingerbread Men, SLK, Can, Plate

Company The Jupiter Drawing Room (South Africa)

Advertiser Blue Jean Traders

Product Sissy Boy Jeanswear

Title Victory Campaign

Company Saatchi & Saatchi

Advertiser Guinness

Product Guinness

Title Pool Table, Wall, Washing Machine

Company King James

Advertiser Research Surveys

Product Research Surveys

Title Curiosity

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant  
Title Crocodile, Rabbit, Elephant & Antelope

## **Category: Digital Interactive Campaign (Banners)**

Company Lowe Bull Calvert Pace  
Advertiser Design Indaba  
Product The 5th International Design Indaba  
Title Boo, Bullet, Pencil

Company The Jupiter Drawing Room (South Africa)  
Advertiser AAA School of Advertising  
Product Recruitment Drive  
Title AAA Web Banner Campaign

Company TBWA Digerati  
Advertiser Bostik  
Product Prestik  
Title Don't just stick it

## **Category: Digital Interactive Campaign (Mixed Media)**

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Designed for Movement Apparel  
Title Designed for Movement

Company Mnemonic  
Advertiser NBL Cosmetics  
Product Zero Gravity  
Title Zero Gravity

## **Cinema Finalists**

## **Category: Business Machines/Office Equipment**

Company TBWA Hunt Lascaris  
Advertiser Nashua  
Product Printers  
Title Scrawl

## **Category: Foodstuffs**

Company TBWA Hunt Lascaris  
Advertiser Tiger Brands  
Product Fattis & Monis  
Title Mama

## **Category: Household Stores, Hardware and Furniture**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Caterpillar

## **Category: Media Promotions**

Company Net#work BBDO Advertising  
Advertiser Metro FM  
Product Corporate  
Title I Am Beat

Company King James  
Advertiser Cape Argus  
Product Cape Argus: Tonight  
Title Air Guitar

## **Category: Toiletries and Beauty Aids**

Company TBWA Hunt Lascaris  
Advertiser Fresh  
Product Fresh  
Title Aunty

Company TBWA Hunt Lascaris  
Advertiser Fresh  
Product Fresh Soap  
Title Dress

## **Category: Transportation**

Company Net#work BBDO Advertising  
Advertiser Virgin Atlantic  
Product New Upper Class  
Title Barber

## **Category: Vehicles**

Company Net#work BBDO Advertising  
Advertiser Delta Motor Corporation  
Product Isuzu  
Title Operation Rachel

Digital Interactive Media - Heavy Media

## **Category: CD Rom/DVD**

Company FCB Impact  
Advertiser Voadcom  
Product Vodacom 4U Per Second Billing  
Title Make Every Second Count

Company Saatchi & Saatchi AtPlay  
Advertiser Netscope Training  
Product MIT 2002 Training Course  
Title Mastering Information Technology (MIT)

Company Creation  
Advertiser Creation  
Product Interactive Portfolio  
Title Re: Creation

Company VenutreWeb Interactive  
Advertiser Nando's  
Product Nando's  
Title Nando's Corporate Multimedia

Company Inteactive Limited  
Advertiser Interactive Limited  
Product Interactive Limited  
Title Interactive Limited Showcase

Company Delapse  
Advertiser Delapse  
Product Promotional CDROM  
Title Delapse2001

Company Publik  
Advertiser Publik  
Product Design Services  
Title Publik Interactive

Company type01.com  
Advertiser One Club NYC  
Product One Show Interactive CDROM  
Title 2001 One Show Interactive

Company type01.com  
Advertiser ABSA  
Product Electronic Products  
Title ABSA Electronic Product CDROM

Company Amorphous New Media  
Advertiser Everite Building Products  
Product Everite products  
Title Company Showcase and Training Pack

Digital Interactive Media - Heavy Finalists

Company Amorphous New Media  
Advertiser British Airways  
Product 21st Century Products  
Title British Airways - 21st Century Travel

## **Category: Kiosks**

Company SHiFT Interactive Communication (Pty) Ltd  
Advertiser MINI South Africa  
Product Kiosk  
Title MINI Kiosk  
Digital Interactive Media - Heavy Finalists

## **Category: Stiffy Disks**

Company Saatchi & Saatchi AtPlay  
Advertiser Little Loads  
Product Furniture Moving  
Title Making Moving Easy!

Company Saatchi & Saatchi AtPlay  
Advertiser Engen  
Product Corporate  
Title African Festive Greetings

Company Saatchi & Saatchi AtPlay  
Advertiser Multiple Birth Association  
Product Multiple Birth Association  
Title The Big Race

## **Category: Interactive TV/Broadband**

Company Delapse  
Advertiser Vodacom  
Product Intranet Instructional Game  
Title QOEI

## **Category: Screensaver**

Company Ogilvy One Worldwide  
Advertiser Volkswagen of South Africa  
Product Volkswagen Golf  
Title Team Golf Desktop Theme

Company Ogilvy One Worldwide  
Advertiser Old Mutual  
Product Old Mutual Group Rand  
Title Siyakhula Screensaver

Company FCB Electric Ocean  
Advertiser FCB Electric Ocean  
Product eBucks Corporate

Title eBucks - Solar Eclipse Screensaver

Company Saatchi & Saatchi AtPlay

Advertiser Procter & Gamble

Product Head & Shoulders Anti-Dandruff

Title Flying Through Space

Company Mnemonic

Advertiser Franklin Templeton NIB

Product Franklin Templeton NIB

Title Virtual Client

Company Mnemonic

Advertiser Old Mutual PFA

Product Old Mutual Investment Horizons

Title Survivor

## **Category: Speaker Support/Corporate Presentations**

Company Saatchi & Saatchi AtPlay

Advertiser Netscope Training

Product MIT 2002 Training Course

Title Mastering Information Technology (MIT)

Company Mnemonic

Advertiser CTME

Product Construction Awards

Title Construction Awards Event Presentation

## **Digital Interactive Media - Online Promotion**

### **Category: Banners**

Company M&C Saatchi

Advertiser Food & Trees for Africa

Product Greening program

Title Save the trees

Company type01.com

Advertiser Land Rover SA

Product Discovery

Title Land Rover Discovery Online Campaign

### **Category: Rich Media Banners**

Company Artifact Advertising (Pty) Ltd.

Advertiser Artifact Advertising (Pty) Ltd

Product Artifact Advertising (Pty) Ltd

Title Artifact

Company Saatchi & Saatchi AtPlay

Advertiser Little Loads



Product Furniture Moving  
Title Making Moving Easy!

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Nike Shox Banner  
Title Bounce

Company Bubblemechanics Interactive Advertising  
Advertiser Mother City Tours  
Product Cape Town Tours  
Title This Way

Company TBWA Hunt Lascaris  
Advertiser BMW SA  
Product BMW C1  
Title Evolution

Company 33 Degrees Interactive  
Advertiser Steers  
Product Steers Hero Roll  
Title Tombraider

## **Category: Email**

Company Ogilvy One Worldwide  
Advertiser Graduate School of Business University of Cape Tow  
Product Graduate School of Business  
Title GSB Mailer 1

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser New Media Awards  
Product Construction New Media Awards  
Title Underwear

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser New Media Awards  
Product Construction New Media Awards  
Title Stalker

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser New Media Awards  
Product Construction New Media Awards  
Title Interview

Company Produce Interactive Design  
Advertiser Y-Front Records  
Product Mercurochrome Live  
Title Halloween

Company SHiFT Interactive Communication (Pty) Ltd  
Advertiser Mobile Telephone Networks (Pty) Ltd

Product Flash Emailer  
Title MTN Services E-mailer

Company {\*}Redshift Digital  
Advertiser Kids Industries  
Product Emailer  
Title Bertie's Isle

Company Mnemonic  
Advertiser GuinnessUDV  
Product Smirnoff Experience  
Title Smirnoff Experience

## Magazine finalists

### Category: Business Machines/Office Equipment

Company DDB South Africa  
Advertiser Henkel South Africa  
Product Pritt Correct-It  
Title Now You See It

Company TBWA Hunt Lascaris  
Advertiser Nashua  
Product Nashua Aficio  
Title Blonde

### Category: Clothing and Accessories

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Shox XT7  
Title Track

Company TBWA Hunt Lascaris  
Advertiser Playtex  
Product Wonderbra Variable Cleavage  
Title Pull-String

### Category: Corporate and Public Services

Company Lowe Bull Calvert Pace  
Advertiser Design Indaba  
Product Design Indaba  
Title Bell Jar

Company King James  
Advertiser Research Surveys  
Product Research Surveys  
Title Leaving You

### Category: Financial Institutions

Company TBWA Hunt Lascaris  
Advertiser BMW Financial Services  
Product BMW Financial Services  
Title Garage Door

Company TBWA Hunt Lascaris  
Advertiser Standard Bank  
Product Standard Bank Homeloans  
Title Toothbrush

Company TBWA Hunt Lascaris  
Advertiser Standard Bank  
Product Standard Bank Homeloans  
Title Dig's Fridge

Company TBWA Hunt Lascaris  
Advertiser Standard Bank  
Product Standard Bank Social Responsibility  
Title Eager Student

## **Category: Foodstuffs**

Company FCB Johannesburg  
Advertiser Nabisco  
Product Royal Baking Powder  
Title Blow

Company Berry Bush BBDO  
Advertiser Pets products  
Product Pamper  
Title Catflap

Company Berry Bush BBDO  
Advertiser Pets products  
Product Husky  
Title Taped Bowl

## **Category: Household Stores, Hardware and Furniture**

Company Herdbuoys McCann-Erickson  
Advertiser Reckitt Benckiser  
Product Haze  
Title No : 2

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint

Title Purple Rinse

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Poo

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Sunburn

Company The Jupiter Drawing Room (South Africa)

Advertiser Prodec Paints

Product Paint

Title Living Room

## **Category: Media Promotions**

Company Berry Bush BBDO

Advertiser Media24

Product News24

Title Palestinian

Company Berry Bush BBDO

Advertiser Media24

Product News24

Title Cricketers

Company Berry Bush BBDO

Advertiser Media24

Product News24

Title Bird

## **Category: Motor Cars**

Company Berry Bush BBDO

Advertiser Isuzu

Product Isuzu KB320

Title Bricks

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)

Advertiser Volkswagen S A

Product Golf GTI

Title Black Dot

## **Category: Motoring Accessories**

Company FCB Johannesburg

Advertiser S C Johnson

Product Rally Car Wax

Title Old Car

## Category: Retail

Company HarrisonHumanBates

Advertiser Exclusive Books

Product Fanatics

Title Burglar

## Category: Social Services

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Animal Anti-Cruelty League

Product Donations

Title Skinny Pig

## Category: Sponsorship

Company Lowe Bull Calvert Pace Johannesburg

Advertiser National Brands

Product Bakers Mini Cricket

Title Duck

## Category: Toiletries and Beauty Aids

Company Saatchi & Saatchi

Advertiser Proctor & Gamble

Product Oil of Olay

Title Tock Tick

## Category: Tourism and Travel

Company TBWA Gavin Reddy

Advertiser Apartheid Museum

Product Generic

Title Cramped

## Category: Transportation

Company Net#work BBDO Advertising

Advertiser Virgin Atlantic

Product Upper Class

Title Page 1

Company Net#work BBDO Advertising

Advertiser Virgin Atlantic

Product Upper Class

Title Departure Board

## Category: Vehicles

Company Young and Rubicam Gitam

Advertiser Land Rover

Product Land Rover Corporate

Title Travel book

Company TBWA Hunt Lascaris

Advertiser BMW SA

Product BMW C1

Title Hairstyles

## Newspaper Finalists

### Category: Business Machines/Office Equipment

Company TBWA Hunt Lascaris

Advertiser BIC

Product BIC Pens

Title Crossword

Company TBWA Hunt Lascaris

Advertiser BIC

Product Tippex

Title Ireland

Company TBWA Hunt Lascaris

Advertiser BIC

Product Tippex

Title HIV

### Category: Clothing and Accessories

Company Sonnenberg Murphy Leo Burnett

Advertiser Levi's

Product Slim Fit Levi's

Title Eggs

Company TBWA Hunt Lascaris

Advertiser Wonderbra

Product Wonderbra

Title Baywatch

### Category: Corporate and Public Services

Company Herdbuoys McCann-Erickson

Advertiser Eskom

Product Electricity

Title Black Townships

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Cape Times

Product Cape Times

Title Dog

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Cape Times

Product Cape Times  
Title String

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Ogilvy & Mather RS-TM (Cape)  
Product Ogilvy & Mather RS-TM (Cape)  
Title Recruitment

## **Category: Financial Institutions**

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Old Mutual  
Product Unit Trust  
Title Union Jack

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Old Mutual  
Product Unit Trust  
Title Stars & Stripes

## **Category: Foodstuffs**

Company Berry Bush BBDO  
Advertiser Pets products  
Product Pamper  
Title Catflap

Company TBWA Hunt Lascaris  
Advertiser Tiger Brands  
Product Colman's Spray & Cook  
Title Price Tags

## **Category: Household Stores, Hardware and Furniture**

Company Herdbuoys McCann-Erickson  
Advertiser Bostik  
Product Prestik  
Title Pins

Company Herdbuoys McCann-Erickson  
Advertiser Bostik  
Product Prestik  
Title Glue

Company FCB Johannesburg  
Advertiser S C Johnson  
Product Pledge  
Title Table

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Unilever  
Product OMO Bleach

Title Labels

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Pregnant

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Sunburn

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Dulux

Product Paint

Title Poo

## Category: Media Promotions

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)

Advertiser Ramsay Son & Parker

Product Getaway Magazine

Title Forward

Company Net#work BBDO Advertising

Advertiser Metro FM

Product Corporate

Title Mutha's Day

Company King James

Advertiser Cape Argus

Product Cape Argus

Title Reconciliation Day Masthead

## Category: Motor Cars

Company Grey Worldwide

Advertiser FMCSA

Product Mazda Drifter

Title Garage

Company Berry Bush BBDO

Advertiser Isuzu

Product Isuzu KB320

Title Bricks

## Category: Pharmaceutical

Company FCB Johannesburg

Advertiser Adcock Ingram

Product Bioplus

Title Bunny



## Category: Recreation and Sport

Company Berry Bush BBDO

Advertiser Adidas

Product Predator

Title Air Holes

Company Bester Burke D'Arcy

Advertiser Lego

Product Lego

Title Letter

Company TBWA Hunt Lascaris

Advertiser Sony Playstation

Product Playstation

Title Thumb

## Category: Social Services

Company Herdbuoys McCann-Erickson

Advertiser St John Ambulance

Product St John Ambulance

Title Drink Drive

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Animal Anti-Cruelty League

Product Donations

Title Skinny Pig

Company Net#work BBDO Advertising

Advertiser Childline

Product Corporate

Title Kim

## Category: Telecommunications

Company Net#work BBDO Advertising

Advertiser Cell C

Product Corporate

Title Eclipse

## Category: Toiletries and Beauty Aids

Company Saatchi & Saatchi

Advertiser Proctor & Gamble

Product Oil of Olay

Title Tock Tick

Newspaper Finalists

## Category: Tourism and Travel

Company Berry Bush BBDO

Advertiser The Baxter Theatre  
Product The Vagina Monologues  
Title Lips

Company TBWA Gavin Reddy  
Advertiser Apartheid Museum  
Product Generic  
Title Toilet

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant  
Title Elephant

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant  
Title Crocodile

Company Lowe Scanad  
Advertiser Serena Hotels  
Product Serena Hotels  
Title Signs

## Category: Vehicles

Company Net#work BBDO Advertising  
Advertiser Delta Motor Corporation  
Product Opel Astra  
Title Car Wash

Company TBWA Hunt Lascaris  
Advertiser BMW SA  
Product BMW C1  
Title Evolution

## Outdoor Finalists

## Category: Billboards

Company HarrisonHumanBates  
Advertiser IMAX  
Product The Living Sea  
Title Seagulls

## Category: On-Premise Signage

Company Sonnenberg Murphy Leo Burnett  
Advertiser Levi's  
Product Levi's Cut to Fit  
Title Barber Sign

## Category: Bus Shelters, Taxi Ranks and Bicycle Stand

Company Sonnenberg Murphy Leo Burnett

Advertiser Salvation Army

Product Women & Child Abuse

Title Elevator Doors

## Category: Spectaculars

Company TBWA Hunt Lascaris

Advertiser Tiger Brands

Product Colman's Spray & Cook

Title Slipped Billboard

## Category: Ambient

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Lever Brothers

Product Handy Andy Window & Shiny Surface

Title Bird Shite

Company Saatchi & Saatchi

Advertiser Cape Fertility Clinic

Product Cape Fertility Clinic

Title Pencil

6 / 35

Company Saatchi & Saatchi

Advertiser Adopt-a-Minefield

Product Adopt-a-Minefield

Title Shop Display

Company FCB Cape Town

Advertiser Exact! !

Product Exact! Clothing

Title Dressed Icons

## Category: Mobile Media

Company Saatchi & Saatchi

Advertiser Bostik

Product Bostik Glue

Title Don't just stick it

Company FCB Johannesburg

Advertiser S C Johnson

Product Raid

Title Beetle

Poster finalists

## Category: Business Machines/Office Equipment

Company TBWA Hunt Lascaris  
Advertiser BIC S.A  
Product BIC Pens  
Title Crossword

## **Category: Clothing and Accessories**

Company Sonnenberg Murphy Leo Burnett  
Advertiser Levi's  
Product Slim Fit Levi's  
Title Eggs

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Nike Shox XT7  
Title Track

## **Category: Corporate and Public Services**

Company Herdbuoys McCann-Erickson  
Advertiser Eskom  
Product Electricity  
Title Black Townships

Company Grey Worldwide  
Advertiser Envirocin  
Product Envirocin  
Title Chewed Shoe

Company Grey Worldwide  
Advertiser Envirocin  
Product Envirocin  
Title Couch

## **Category: Foodstuffs**

Company berry bush bbdo  
Advertiser Pets products  
Product Husky  
Title Taped Bowl

## **Category: Household Stores, Hardware and Furniture**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Sunburn

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Purple Rinse

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Poo

Company The Jupiter Drawing Room (South Africa)  
Advertiser Prodec Paints  
Product Paint  
Title Bedroom

## **Category: Media Promotions**

Company Ogilvy & Mather Rightford Searle-Tripp & Makin  
Advertiser M Net  
Product M Net  
Title Miss SA

Company TBWA Hunt Lascaris  
Advertiser YFM  
Product YFM  
Title Afro

## **Category: Motor Cars**

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Volkswagen S.A  
Product Corporate  
Title Valentine's Day

## **Category: Social Services**

Company Herdbuoys McCann-Erickson  
Advertiser St. John Ambulance  
Product St. John Ambulance  
Title Drink, Drive

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Animal Anti-Cruelty League  
Product Donations  
Title Skinny Pig

Company Red Nail  
Advertiser Child Welfare  
Product Child Welfare  
Title Little Jack Horner

## **Category: Tourism and Travel**

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant  
Title Elephant

Company TBWA Hunt Lascaris  
Advertiser Carnivore Restaurant  
Product Carnivore Restaurant  
Title Crocodile

## **Category: Vehicles**

Company Net#work BBDO Advertising  
Advertiser Delta Motor Corporation  
Product Opel Astra  
Title Car Wash

## **Radio Finalists**

## **Category: Non-Alcoholic Beverages**

Company Ogilvy & Mather Rightford Searle-Tripp & Makin  
Advertiser Nestle  
Product Valvita  
Title Bunjee Jumping

## **Category: Cigarettes and Tobacco**

Company TBWA Hunt Lascaris  
Advertiser Bic S.A.  
Product Lighters  
Title Frikkie's Chick

## **Category: Corporate and Public Services**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Cape Times  
Product Cape Times  
Title Tree Falling

## **Category: Financial Institutions**

Company King James  
Advertiser 20twenty  
Product 20twenty  
Title FBI

Company King James  
Advertiser 20twenty  
Product 20twenty  
Title Oxford English Dictionary

Company King James  
Advertiser 20twenty  
Product 20twenty  
Title Concentration

Company TBWA Hunt Lascaris  
Advertiser Standard Bank  
Product Small and Medium Enterprises  
Title Cheese Water

## **Category: Household Stores, Hardware and Furniture**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Yellow

## **Category: Media Promotions**

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product April 2001 Issue  
Title Voice Over

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product April 2001 Issue  
Title Toilet Seat

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product May 2001 Issue  
Title Pillow Talk

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product July 2001 Issue  
Title Hands Free

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product November 2001 Issue  
Title Touch It

Company FCB Johannesburg  
Advertiser True Love Magazine  
Product December 2001 Issue  
Title Wise Guy

Company Ogilvy & Mather Rightford Searle-Tripp & Makin  
Advertiser Multichoice  
Product BBC World

Title Speech

Company The Jupiter Drawing Room (South Africa)

Advertiser Ramsay Son & Parker

Product Getaway Magazine

Title Faith

Company The Jupiter Drawing Room (South Africa)

Advertiser 567MW Cape Talk

Product Cape Talk Radio Station

Title Hoarse

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)

Advertiser Ramsay Son & Parker

Product Car Magazine: April 2001

Title Grand Prix Formula 1 Spoof

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)

Advertiser Ramsay Son & Parker

Product Car Magazine: August 2001

Title Coach/Harry

Company King James

Advertiser Cape Argus

Product Cape Argus

Title Forsyth on Crime

Company Bester Burke D'Arcy

Advertiser SABC

Product Radioactive

Title John

Company FCB Johannesburg

Advertiser True Love Magazine

Product March 02 Issue

Title The Big Finish

Company Net#work BBDO Advertising

Advertiser SABC 3

Product Amazing Race

Title Stuyvesant

Company Net#work BBDO Advertising

Advertiser SABC 1

Product Phat Joe Show

Title Mamkhize

## **Category: Motor Cars**

Company FCB Johannesburg

Advertiser Toyota SA

Product Tazz



Title Cat Driver

Company FCB Johannesburg

Advertiser Toyota SA

Product Tazz

Title The Note

## **Category: Toiletries and Beauty Aids**

Company Lowe Bull Calvert Pace Johannesburg

Advertiser Lever Ponds

Product Shield

Title Stay Cool

Company Saatchi & Saatchi

Advertiser Procter & Gamble

Product Oil of Olay

Title Old Fox

## **Television finalists**

## **Category: Alcoholic Beverages**

Company Sonnenberg Murphy Leo Burnett

Advertiser SA Breweries

Product Lion

Title Riots

## **Category: Business Machines/Office Equipment**

Company TBWA Hunt Lascaris

Advertiser Nashua

Product Printers

Title Scrawl

## **Category: Corporate and Public Services**

Company Take Television

Advertiser Damelin

Product Damelin

Title Evasive

## **Category: Financial Institutions**

Company TBWA Hunt Lascaris

Advertiser Standard Bank

Product Home Loans

Title Orkney

## **Category: Foodstuffs**

Company TBWA Hunt Lascaris

Advertiser Tiger Brands  
Product Fattis and Monis  
Title Mama

## **Category: Household Stores, Hardware and Furniture**

Company Lowe Bull Calvert Pace Johannesburg  
Advertiser Dulux  
Product Paint  
Title Pregnant

## **Category: Household and Electrical Appliances**

Company Saatchi & Saatchi  
Advertiser OSRAM  
Product Light-Bulbs  
Title Beans

## **Category: Media Promotions**

Company Net#work BBDO Advertising  
Advertiser Metro FM  
Product Corporate  
Title I Am Beat  
Television Finalists

## **Category: Medical**

Company TBWA Gavin Reddy  
Advertiser Pfizer  
Product Pfizer - Erection Problems  
Title Rugby

## **Category: Motor Cars**

Company Ogilvy & Mather Rightford Searle-Tripp & Makin  
Advertiser Audi SA  
Product Audi S6  
Title Sharpei

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Volkswagen S.A  
Product Golf TDI  
Title Rubber Band

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Volkswagen S.A  
Product Golf GTI Rally  
Title Curio

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (Cape)  
Advertiser Volkswagen S.A

Product Golf GTI Rally

Title View

## Category: Motoring Accessories

Company Saatchi & Saatchi

Advertiser OSRAM

Product Daylight bulbs

Title Daynight

## Category: Retail

Company The Jupiter Drawing Room (South Africa)

Advertiser Musica

Product Freaky Sale

Title Nice

Company TBWA Gavin Reddy

Advertiser CNA

Product Teach Yourself Zulu Cassettes

Title Teach Yourself Zulu

## Category: Social Services

Company TBWA Gavin Reddy

Advertiser SPCA

Product Charity Drive

Title Disclaimer

Company Network BBDO Advertising

Advertiser Metro FM

Product Aids Day

Title Killa

## Category: Sponsorship

Company TBWA Hunt Lascaris

Advertiser Nashua Mobile

Product Kournikova vs Coetzee

Title Umpire

Company TBWA Hunt Lascaris

Advertiser Nashua Mobile

Product Kournikova vs Coetzee

Title Sniff

## Category: Telecommunications

Company The Agency

Advertiser Telkom SA

Product Corporate

Title Valley

Company FCB Johannesburg  
Advertiser Vodacom  
Product 4U  
Title "Baby"

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (CT)  
Advertiser M-Web  
Product M-Web  
Title Escalator

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (CT)  
Advertiser M-Web  
Product M-Web  
Title Cricket

Company Ogilvy & Mather Rightford Searle-Tripp & Makin (CT)  
Advertiser M-Web  
Product Corporate  
Title Matric Panic

Company Net#work BBDO Advertising  
Advertiser CELL C  
Product CORPORATE  
Title CHECK OUT

Company Net#work BBDO Advertising  
Advertiser CELL C  
Product CORPORATE  
Title BROKEN TELEPHONE

Company Net#work BBDO Advertising  
Advertiser CELL C  
Product CORPORATE  
Title ECLIPSE

## **Category: Vehicles**

Company Net#work BBDO Advertising  
Advertiser DELTA MC  
Product ISUZU  
Title OPERATION RACHEL

Company Net#work BBDO Advertising  
Advertiser DELTA MC  
Product OPEL CARAVAN  
Title STUNTMAN

## **Digital Interactive Media - Website Finalists**

## **Category: Content Driven**

Company Tinderbox

Advertiser Interactive Africa  
Product Interactive Africa  
Title Interactive Africa

Company Tinderbox  
Advertiser Heineken  
Product Heineken  
Title Heineken

Company Radarboy  
Advertiser Radarboy  
Product Radarboy Site  
Title Radarboy Broadcast

## **Category: Branding**

Company Shape Interactive  
Advertiser Coca Cola South Africa  
Product Coke Light  
Title Your Time

Company Magja Designs  
Advertiser Splatterbugz  
Product Splatterbugz  
Title Splatterbugz.com

Company Kitsch Design  
Advertiser Camera Culture  
Product Camera Culture website  
Title Lights, Camera, Action

Company SHiFT Interactive Communication (Pty) Ltd  
Advertiser Mobile Telephone Networks (Pty) Ltd  
Product Website  
Title MTN Corporate Website

Company Delapse  
Advertiser Nedbank  
Product Survival  
Title Serious

Company Tinderbox  
Advertiser Heineken  
Product Heineken  
Title Heineken

## **Category: Self Promotion**

Company Kitsch Design  
Advertiser Kitsch Design  
Product Kitsch Design  
Title Choose your Kitsch

Company Code  
Advertiser Code Design  
Product Self-promotion  
Title Code Online

Company Radarboy  
Advertiser Radarboy  
Product Radarboy Site  
Title Radarboy Broadcast

## **Category: Sponsorship/Event Promotion**

Company The Jupiter Drawing Room (South Africa)  
Advertiser Nike  
Product Rugby Sponsorship  
Title Nike Rugby

Company Wireframe Studio  
Advertiser HP, Europe  
Product Online Game to promote competition  
Title BeetleBuggin

Company Wireframe Studio  
Advertiser Design Indaba  
Product Web Site  
Title Design Indaba

## **Category: E-Business**

Company Mnemonic  
Advertiser 20twenty  
Product 20twenty  
Title 20twenty

## **Results courtesy of ASOM**

**Source:** [www.theartbuyer.co.za](http://www.theartbuyer.co.za)

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