

Saturday night Loeries winners

A total of 172 Loeries were handed out at the Saturday night ceremony, 26 July 2008, of the 30th annual Loerie awards, two of which were Grands Prix - Am I Collective and Trigger Communication - and 15 of which were Gold. Also introduced this year was the Creative Achievement Award, awarded to Mike Schalit, chief creative officer of BBDO South Africa.



Hosted by Media24, the Saturday awards featured Communication Design; Advertising Print, Outdoor & Ambient; Experiential print media; Experiential Alternative Media & Field Marketing; Experiential Internal Marketing and Strategic CRM Programmes; Student Awards; the Marketing Leadership and Innovation Award; and the aforementioned Creative Achievement Award.

The Grand Prix winners are both small specialist agencies. Am I Collective won in Craft Illustration for 'Scrabble' campaign, and Trigger Communication in Communication Design - Architecture, Interior Design & Environmental graphics for its Nike 'Be true pop-up store'.

Individuals recognised

Schalit took home the Creative Achievement Award for his record of consistent achievement over the years, having been ranked the number one creative by the Creative Circle for the last 10 years in a row.

The Marketing Leadership and Innovation Award, which was introduced last year, went to Mike Glendinning, sales and marketing director at Volkswagen, Audi and Seat for his career-long contribution to outstanding client-agency relationships, his in-depth understanding of what it takes to develop, nurture and build iconic brands and his knack for spotting great ideas when they come his way.

Student golds

Five student entries received gold awards. These were:

- Andrew Haycock, AFDA, TV & Cinema - Motion Graphic Design, Grumble Bumble
- Charl Edwards, Department of Visual Arts, University of Stellenbosch, Collateral Design, 'public affair'
- Megan Barnfather, Cape Peninsula University of Technology, Three Dimensional, Environmental & Package Design, 'Wellie Shoebox'
- Magdel Smith, North West University, Publication Design, Self Promotion, 'Who Cares'

A Craft Gold went to Alwine Nolte, Stellenbosch Academy of Design and Photography in Typography Craft for 'schooldaze'.

"With the high standards adopted by the Loeries, we can ensure that our winners compete on an international scale, and it's a great achievement for everyone who has taken a Loerie home," says Festus Masekwameng, chairman of The Loerie Awards and creative director at McCann Erickson.

"The Loeries extends our congratulations to Saturday's winners and all their brave clients who embrace creativity. Thank you for your participation in making the Loeries 30th Anniversary year a spectacular one for the industry."

Full list of Saturday night winners

Award	Category	Category	Country	Client	Ad Title	Company	Product
Gold	Advertising	Print Advertising - Newspaper	South Africa	AUDI SA	Frame By Frame - Speed Camera, Cow, Elvis	Ogilvy South Africa	AUDI S5
Gold	Advertising	Print Advertising - Newspaper	South Africa	Independent Newspapers Cape	AIDS Stats	King James	Cape Argus
Silver	Advertising	Print Advertising - Newspaper	South Africa	Apartheid Museum	13%	Grey South Africa	Apartheid Museum
Silver	Advertising	Print Advertising - Newspaper	South Africa	Cape Union Mart	Lioness, Shark, Snake, Crocodile	King James Johannesburg	Cape Union Mart Store card
Silver	Advertising	Print Advertising - Newspaper	South Africa	Clover	Best Before - Zim Elections, Oprah, Riaan Cruywagen	Joe Public South Africa	Long Life Milk
Silver	Advertising	Print Advertising - Newspaper	South Africa	Smokenders	Grandkids, Daughter, Travel	The Scoville Unit	Quit smoking
Silver	Advertising	Print Advertising - Newspaper	South Africa	Unilever S.A Home & Personal Care	Toilet, Kitchen, Shower	Lowe Bull	Domestos
Silver	Advertising	Print Advertising - Newspaper	South Africa	VW SA	Ball, Pigeon	Ogilvy South Africa	Golf R32
Bronze	Advertising	Print Advertising - Newspaper	South Africa	BMW SA	Pictures, Colour Blocks, Morse Code	Ireland/Davenport	BMW Premium Selection
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Eveready	"Hair"	King James Johannesburg	Eveready Alkaline Plus Batteries
Bronze	Advertising	Print Advertising - Newspaper	South Africa	IB MCINTYRE	UFO	FOXP2	MASTERLOCK LOCKS
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Independent Newspapers	Tiananmen Square, Berlin Wall, 94 Elections, Titanic	Lowe Bull (Cape)	Cape Times
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Jeep	Antelope	DDB South Africa	Camouflage Clothing
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Mail & Guardian	Lindsay, Britney, Paris	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Mail & Guardian
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Museum of Military History	Camo Map	Ireland/Davenport	Museum of Military History
Bronze	Advertising	Print Advertising - Newspaper	South Africa	P & G	Robots - Walk in Garden, Bowling, Knitting	Ogilvy South Africa	DURACELL BATTERIES
Bronze	Advertising	Print Advertising - Newspaper	South Africa	PATLEYS	EXPLODING FOOD - Bloody Mary, Bouillebaise, Cucumber	Ogilvy South Africa	TABASCO

					Soup, Pasta		
Bronze	Advertising	Print Advertising - Newspaper	South Africa	Reckitt Benckiser	Lipstick	Euro RSCG South Africa	Vanish Stain Remover
Bronze	Advertising	Print Advertising - Newspaper	South Africa	S C Johnson	"Spotlight"	Drafftcb Johannesburg	Rally Car Wax
Bronze	Advertising	Print Advertising - Newspaper	South Africa	South African Airways	Flamingoes, Kenya; Animal Tracks, Tanzania; Animal Tracks, Namibia; Himba Boma, Namibia; Windmills, California	The Jupiter Drawing Room (South Africa)	In Flight Entertainment
Gold	Advertising	Print Advertising - Magazine	South Africa	kalahari.net	Secondhand - Anatomy, Wuthering Heights, Uranus	Joe Public South Africa	kalahari.net
Gold	Advertising	Print Advertising - Magazine	South Africa	NATIONAL GEOGRAPHIC KIDS	The Moonwalk, Rally X, Doom, Space Invaders, Tekken	FOXP2	NATIONAL GEOGRAPHIC KIDS MAGAZINE
Silver	Advertising	Print Advertising - Magazine	South Africa	DSTV	Serial Killers - John Wayne Gacy, Ted Bundy, Jeffrey Dahmer	Ogilvy South Africa	CRIME & INVESTIGATION
Silver	Advertising	Print Advertising - Magazine	South Africa	Energizer	Scary Things - Teeth, Couch, Pee	DDB South Africa	ER Lantern
Silver	Advertising	Print Advertising - Magazine	South Africa	National Sea Rescue Institute (NSRI)	Rocks, Tidal Pool, Cove, Beach Road	Ogilvy South Africa	40th Anniversary

Silver	Advertising	Print Advertising - Magazine	South Africa	Ramrod	"Egg"	Drafftcb Johannesburg	Spydeco Knives
Silver	Advertising	Print Advertising - Magazine	South Africa	Reckitt Benckiser	Camouflage, Floral, Paisley	Euro RSCG South Africa	Vanish Stain Seeker
Silver	Advertising	Print Advertising - Magazine	South Africa	Tuffy Plastics	Nerd	Joe Public South Africa	Tuffy Sandwich Bags
Bronze	Advertising	Print Advertising - Magazine	South Africa	Allan Gray Limited	Eye, Hair, Hand	King James	Allan Gray Retirement Investment
Bronze	Advertising	Print Advertising - Magazine	South Africa	AUDI SA	BUBBLES	Ogilvy South Africa	AUDI S5
Bronze	Advertising	Print Advertising - Magazine	South Africa	EXCLUSIVE BOOKS	BOOK ABUSERS - The Saint and The Sinner	Ogilvy South Africa	FANATICS BOOK CLUB
Bronze	Advertising	Print Advertising - Magazine	South Africa	Exclusive Books Fanatics club	Living Fiction - Murder Mystery, Close Encounter, Six Shooter	Ogilvy South Africa	Audio Books
Bronze	Advertising	Print Advertising - Magazine	South Africa	Interactive	Desert Fridge, Foldaway	The Jupiter Drawing	Design Indaba 11

Bronze	Advertising	Print Advertising - Magazine	Africa	Africa	House, Light	Room South Africa	South Africa
Bronze	Advertising	Print Advertising - Magazine	South Africa	MAP STUDIO	NAVIGATOR	Ogilvy South Africa	ROUTE GUIDE
Bronze	Advertising	Print Advertising - Magazine	United Arab Emirates	PEDIGREE	Hydrants, Frisbees, Sneakers	TBWA\RAAD, Dubai	PEDIGREE
Bronze	Advertising	Print Advertising - Magazine	South Africa	Procter & Gamble	Facelift	Saatchi & Saatchi South Africa	Olay
Bronze	Advertising	Print Advertising - Magazine	South Africa	Ramrod	"Hyena"	Draffcb Johannesburg	Ultraoptec Gamepro Spotlight
Bronze	Advertising	Print Advertising - Magazine	South Africa	World Wildlife Fund for Nature (WWF)	Garden, Garage, Lounge	Ogilvy South Africa	WWF
Craft Gold	Advertising	Print Crafts - Art direction	South Africa	BIBLIOTEQ	Flame, Mouse, Trap, Chimes	FOXP2	BIBLIOTEQ BOOKSTORE
Craft Gold	Advertising	Print Crafts - Art direction	South Africa	GREENPEACE	SAVE OUR SEAS - SEETHE, ASTERIDOE, AURORA	Ogilvy South Africa	GREENPEACE
Craft Certificate	Advertising	Print Crafts - Art direction	South Africa	DSTV	Serial Killers - John Wayne Gacy, Ted Bundy, Jeffrey Dahmer	Ogilvy South Africa	CRIME & INVESTIGATION

Craft Gold	Advertising	Print Crafts - Writing for Advertising	South Africa	DSTV	Serial Killers - John Wayne Gacy, Ted Bundy, Jeffrey Dahmer	Ogilvy South Africa	CRIME & INVESTIGATION
Craft Certificate	Advertising	Print Crafts - Writing for Advertising	South Africa	Mail & Guardian	Paris, Britney, Lindsay	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Mail & Guardian
Craft Gold	Advertising	Print Crafts - Photography	South Africa	PATLEYS	EXPLODING FOOD - Bloody Mary, Bouillebaise, Cucumber Soup, Pasta	Ogilvy South Africa	TABASCO
Craft Gold	Advertising	Print Crafts - Photography	South Africa	Unilever S.A Domestos	You are not alone 1, 2, 3	David Prior Photography	Domestos
Grand Prix	Advertising	Print Crafts - Illustration	South Africa	Scrabble	Scrabble	Am I Collective	Scrabble
Craft Gold	Advertising	Print Crafts - Typography	South Africa	M NET	TREE	Ogilvy South Africa	CHANNEL O
Craft Certificate	Advertising	Print Crafts - Typography	South Africa	ABSA	Desmond Tutu	The Jupiter Drawing Room (South Africa)	ABSA
Gold	Advertising	Outdoor & Ambient - Outdoor Media	South Africa	Allan Gray Limited	Puzzled	King James	Allan Gray Investment Company
Silver	Advertising	Outdoor & Ambient - Outdoor Media	South Africa	46664/Coca-Cola	One million Hellos	Stick	46664
Silver	Advertising	Outdoor & Ambient - Outdoor Media	Lebanon	KOLESTON	KOLESTON COLOUR	Leo Burnett Beirut	KOLESTON

		Media			CHANGES		
Bronze	Advertising	Outdoor & Ambient - Outdoor Media	South Africa	BMW SA	"Rocket"	King James Johannesburg	MINI
Bronze	Advertising	Outdoor & Ambient - Outdoor Media	South Africa	Vigin Atlantic Airlines	Mr Grumpy, Mr Lazy, Mr Messy, Mr Grumble, Mr Nosey	Net#Work BBDO	Upper Class Suites
Bronze	Advertising	Outdoor & Ambient - Outdoor Media	South Africa	Wrigley's	Stuck on Billboard	DDB South Africa	Hubba Bubba Tape
Gold	Advertising	Outdoor & Ambient - Posters	South Africa	BIBLIOTEQ	Flame, Mouse, Trap, Chimes	FOXP2	BIBLIOTEQ CREATIVE BOOKSTORE
Silver	Advertising	Outdoor & Ambient - Posters	South Africa	GREENPEACE	SAVE OUR SEAS - SEETHE, ASTERIDOE, AURORA	Ogilvy South Africa	GREENPEACE
Silver	Advertising	Outdoor & Ambient - Posters	South Africa	PFIZER	OLD GIGOLOS - Milkman, Postman, Poolboy	Ogilvy South Africa	VIAGRA

Silver	Advertising	Outdoor & Ambient - Posters	South Africa	Rural Health Initiative	Nervous System	Net#Work BBDO	Doctor Recruitment
Silver	Advertising	Outdoor & Ambient - Posters	South Africa	Sonovision Studios	Cavalry, Boxer, War of the Worlds	Draftfcb Johannesburg	Sonovision Studios
Silver	Advertising	Outdoor & Ambient - Posters	South Africa	World Wildlife Fund for Nature (WWF)	Mearth	Ogilvy South Africa	WWF
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	CNA Stores	One Night Stand, Bride, Mom	The Jupiter Drawing Room (South Africa)	Tippex Correction Fluid
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	Firewise	Wildfire Spreads Quicker	The Jupiter Drawing Room South Africa	Working on Fire
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	Johannesburg Philharmonic Orchestra	Whale, Birth, Flock	Lowe Bull	Johannesburg Philharmonic Orchestra
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	Musica	CSI	The Jupiter Drawing Room South Africa	DVD Box Sets
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	Russian Bear Vodka	Real Men	Lowe Bull (Cape)	Russian Bear Vodka
Bronze	Advertising	Outdoor & Ambient - Posters	South Africa	Volkswagen South Africa	Perspective 'Angel Falls'	Ogilvy South Africa	Touareg
Silver	Advertising	Outdoor & Ambient - Ambient Media	South Africa	Drive Alive	"Roadblock"	Draftfcb Johannesburg	Anti-Drunk Driving
Silver	Advertising	Outdoor & Ambient - Ambient Media	South Africa	IB MCINTYRE	PENNY FARTHING	FOXP2	MASTERLOCK LOCK
Silver	Advertising	Outdoor & Ambient - Ambient Media	South Africa	TABASCO	HOT STOPS	Ogilvy South Africa	PATLEYS
Silver	Advertising	Outdoor & Ambient - Ambient Media	South Africa	Volkswagen South Africa	Big Snacks	Ogilvy South Africa	VW TDI
Silver	Advertising	Outdoor & Ambient - Ambient Media	South Africa	Volkswagen South Africa	Map Book	Ogilvy South Africa	Touareg
Bronze	Advertising	Outdoor & Ambient - Ambient Media	South Africa	1Time Airline	Forgotten Car	DDB South Africa	1Time Airline
		Outdoor & Ambient - Ambient	South		KIDS FOR	Leo Burnett	

Bronze	Advertising	Media	Africa	Salvation Army	SALE	Johannesburg	Human Trafficking
Bronze	Advertising	Outdoor & Ambient - Ambient Media	South Africa	UNICEF	HOW TALL ARE YOU	Ogilvy South Africa	UNICEF
Bronze	Advertising	Outdoor & Ambient - Ambient Media	South Africa	Unilever S.A Flora	Movie Posters	Lowe Bull	Flora Margarine
Silver	Communication Design	Brand Identity & Collateral Design - Logos	South Africa	Animal Farm	Animal Farm	REX Creative	Animal Farm Identity
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	South Africa	Baie Lingual Blink Stefanus	Blink Stefanus Logo	2Buffels Melkery	Blink Stefanus Logo
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	South Africa	Johnson & King James Books	Johnson & King James Books	King James RSVP	Books
Silver	Communication Design	Brand Identity & Collateral Design - Identity Programmes	South Africa	Baie Lingual Blink Stefanus	Blink Stefanus Corporate Identity	2Buffels Melkery	Blink Stefanus CI

Bronze	Communication Design	Brand Identity & Collateral Design - Identity Programmes	South Africa	Joe Public	For People. By People.	Joe Public South Africa	Joe Public Corporate Identity
Silver	Communication Design	Brand Identity & Collateral Design - Annual Reports, Brochures & Technical Literature	South Africa	Moonlighting Film Production Services	100% Moonlighting	Coley Porter Bell	Moonlighting Film Production Services
Bronze	Communication Design	Brand Identity & Collateral Design - Annual Reports, Brochures & Technical Literature	South Africa	Antalis	See through touch	Brainwave & Writegirl	Neenah Papers Promotional Brochure
Bronze	Communication Design	Brand Identity & Collateral Design - Annual Reports, Brochures & Technical Literature	South Africa	Cotlands	Cotlands Annual Report	HKLM	Cotlands
Bronze	Communication Design	Brand Identity & Collateral Design - Annual Reports, Brochures & Technical Literature	South Africa	Santam	Philosophy Brand Books	Draftfcb Cape Town	Internal Communication
Gold	Communication Design	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Rock4Aids Foundation	Condoms	Joe Public South Africa	Rock4Aids 2008
Silver	Communication Design	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	ABSA	Cubism Mannifesto. The Power Of 3 Book	The Jupiter Drawing Room (South Africa)	ABSA Capital
Silver	Communication Design	Brand Identity & Collateral Design - Posters	South Africa	Sweets From Heaven SA	Lemon, Strawberry	Ireland/Davenport	Pop Rocks
Bronze	Communication Design	Brand Identity & Collateral Design - Posters	South Africa	Floyds 99 Barbershop	Daddy Cool, What if God?, It's a beautifull day	Cross Colours Consultancy	Opening Campaign
Bronze	Communication Design	Brand Identity & Collateral Design - Posters	South Africa	M NET	TREE	Ogilvy South Africa	CHANNEL O
Bronze	Communication Design	Brand Identity & Collateral Design - Posters	South Africa	SABC	"MAP"	BBDO CAPE TOWN	GOOD HOPE FM / CONNECTING CAPE TOWN
Silver	Communication Design	Brand Identity & Collateral Design - General Collateral	South Africa	EXCLUSIVE BOOKS	WINTER SALE	Ogilvy South Africa	EXCLUSIVE BOOKS
Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	South Africa	Childline	Childline Calendar	Net#Work BBDO	Calendar
	Communication Design	Brand Identity & Collateral Design - General Collateral	South Africa	Interactive		The Jupiter Drawing	

Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	South Africa	Interactive Africa	Column Wraps	The Jupiter Drawing Room South Africa	Design Indaba 11
Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	South Africa	YDE	Re-use me	YDE	Shopping bags for the environment

Grand Prix	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	NIKE	BE TRUE POP UP STORE	TRIGGER COMMUNICATION	THIRD DIMENSION BRAND EXECUTION AS PART OF A MARKETING CAMPAIGN
Gold	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	Freedom Park Trust	Freedom Park	Office of Collaborative Architects (GAPP Architects / Urban Designers + MMA Architects + Mashabane Rose Associates)	Freedom Park
Silver	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	vida e caffe	store design	vida e caffe	store dsign
Bronze	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	Coley Porter Bell	Urban Playground	Coley Porter Bell	Coley Porter Bell
Bronze	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	Foshini Group	Butterfly shoe window	Lowebull (Cape)	Total sports
Bronze	Communication Design	Three Dimensional & Environmental Design - Architecture, Interior Design & Environmental graphics	South Africa	Sportscene	Adopt a Shoe	Lowe Bull (Cape)	Shoe Sale
Gold	Communication Design	Publication Design - Book, Magazine & Newspaper Design	South Africa	Future Publishing	The Mom Issue	Net#Work BBDO	Migrate Magazine
Silver	Communication Design	Publication Design - Book, Magazine & Newspaper Design	South Africa	Nando's	Peri-peri : The contrasts and contradictions of the African bird's eye chilli	Cross Colours Consultancy	The pleasure and the pain
Bronze	Communication Design	Publication Design - Book, Magazine & Newspaper Design	South Africa	Designtimes	Designtimes	Designtimes	Designtimes
Bronze	Communication Design	Publication Design - Book, Magazine & Newspaper Design	South Africa	Dossier	Dossier Magazine	Story Design (Pty) Ltd	Dossier magazine
Silver	Communication Design	Design Mixed-Media Campaign	South Africa	Floyds 99 Barbershop	Floyds opening campaign	Cross Colours Consultancy	Opening campaign
Silver	Communication Design	Design Mixed-Media Campaign	South Africa	Interactive Africa	Creativity Can	The Jupiter Drawing Room South Africa	Design Indaba 11
Bronze	Communication Design	Design Mixed-Media Campaign	South Africa	Baie Lingual Blink Stefanus	Blink Stefanus was here	2Buffels Melkery	Blink Stefanus Brand

Bronze	Communication Design	Design Mixed-Media Campaign	South Africa	Gourmet Burger	Gourmet Burger	Code	Gourmet Burger Franchise Re-Brand
Bronze	Communication Design	Design Mixed-Media Campaign	South Africa	Joe Public	For People. By People.	Joe Public South Africa & gloo digital design	Joe Public Corporate Identity
Craft Certificate	Communication Design	Design Crafts - Motion Graphic Design	South Africa	Interactive Africa	Timber	The Jupiter Drawing Room South Africa	Design Indaba 11
Craft Certificate	Communication Design	Design Crafts - Motion Graphic Design	South Africa	Red Bull	Red Bull BC One	Disko Animation and Post Production	BC One Event
Craft Certificate	Communication Design	Design Crafts - Writing	South Africa	Future Publishing	The Mom Issue	Net#Work BBDO	Migrate Magazine
Craft Certificate	Communication Design	Design Crafts - Writing	South Africa	Virgin Atlantic Airlines	Mr Grumble goes to London	Net#Work BBDO	Upper Class Suites
Craft Certificate	Communication Design	Design Crafts - Illustration	South Africa	Joe Public	For People. By People.	Joe Public South Africa	Joe Public Corporate Identity
Silver	Experiential	Direct & Promotional Print - Flat media	South Africa	EXCLUSIVE BOOKS	Natural Science, Neuroscience, Chemistry	Ogilvy South Africa	EROTIC BOOK SALE
Bronze	Experiential	Direct & Promotional Print - Flat media	South Africa	UNICEF	CALL UP PAPERS	Ogilvy South Africa	UNICEF
Silver	Experiential	Direct & Promotional Print - Dimensional Mail	South Africa	Spier Wines	Wine Painting Set	Joe Public South Africa	Spier
Silver	Experiential	Direct & Promotional Print - Dimensional Mail	South Africa	Virgin Atlantic Airlines	Mr Grumble goes to London	Net#Work BBDO	Upper Class Suites
Bronze	Experiential	Direct & Promotional Print - Dimensional Mail	South Africa	5men3missing	5men3missing	The dolphinarium	5men3missing
Bronze	Experiential	Direct & Promotional Print - Dimensional Mail	South Africa	Virgin Atlantic Airlines	Map	Net#Work BBDO	59 Channels of Entertainment
Bronze	Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	South Africa	DStv	SOLVE	Ogilvy South Africa	CRIME AND INVESTIGATION
Bronze	Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	South Africa	Independent Newspapers Cape	"AIDS Day: Choose your own ending"	King James	Cape Argus Newspaper
Bronze	Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	South Africa	Interactive Africa	Recycled Magazine	The Jupiter Drawing Room South Africa	Design Indaba 11
Gold	Experiential	Alternative Media & Field Marketing	South Africa	Arrive Alive	Number Plates	Joe Public South Africa	Arrive Alive
Silver	Experiential	Alternative Media & Field Marketing	South Africa	M NET	CLIFF JENNINGS	Ogilvy South Africa	IDOLS
Bronze	Experiential	Alternative Media & Field Marketing	South Africa	Mail & Guardian Online	Eat this ad	TBWAHuntLascaris - Johannesburg (Pty) Ltd	mg.co.za/zimbabwe
Bronze	Experiential	Alternative Media & Field Marketing	South Africa	Tomorrow Trust	iPod Baby	TBWAHuntLascaris - Johannesburg (Pty) Ltd	A Mother Legacy
Gold	Experiential	Internal Marketing Programmes	South Africa	BRANDHOUSE	ANATOMY	FOXP2	PHUZA KAHLE

Silver	Experiential	Internal Marketing Programmes	South Africa	King James	"The Remember Book"	King James	Remember 10 Years
Bronze	Experiential	Strategic CRM Programmes	South Africa	Levi Strauss South Africa	The Levis Loop	Oscar Tango Marketing (Pty)Ltd	The Levis Loop
Bronze	Student	TV & Cinema Commercials	South Africa	Corenza C	The Threat	CityVarsity	Corenza C

			Africa				
Bronze	Student	TV & Cinema Commercials	South Africa	Multichoice	"Just Pause"	Red & Yellow School	PVR
Gold	Student	TV & Cinema - Motion Graphic Design	South Africa	AFDA 4th yr Student film 2007	Grumble Bumble	AFDA, The South African School of Motion Picture Medium & Live Performance	Clay animation
Silver	Student	TV & Cinema - Motion Graphic Design	South Africa	AFDA 4th yr Student film 2007	Shadow Boy	AFDA, The South African School of Motion Picture Medium & Live Performance	Sand animation
Bronze	Student	TV & Cinema - Motion Graphic Design	South Africa	NA	Reflection, Illegal Operation, Snapshots	CityVarsity	NA
Bronze	Student	TV & Cinema - Motion Graphic Design	South Africa	Plainsite	Above it All	Vega The Brand Communications School	Plainsite
Bronze	Student	Radio Commercials	South Africa	Recovery Space	"Ashamed"	Red & Yellow School	Recovery Space
Silver	Student	Newspaper & Magazine Advertising	South Africa	Dyna Jets	Cauliflower, Cabbage	Red & Yellow School	Jelly Chews
Silver	Student	Newspaper & Magazine Advertising	South Africa	Strepsils	Barbed wire, Circular saw, Nails	AAA School of Advertising	Soothing relief for sore throats
Bronze	Student	Newspaper & Magazine Advertising	South Africa	Baygon	"Tea in Bed"	Red & Yellow School	Pest Spray
Bronze	Student	Newspaper & Magazine Advertising	South Africa	Breakthrough	"Covers"	Red & Yellow School	Breast Cancer Awareness
Bronze	Student	Newspaper & Magazine Advertising	South Africa	Gentleman's Relish	Sushi, Pizza, Fondue	Red & Yellow School	The Gentleman's Relish Paste
Bronze	Student	Newspaper & Magazine Advertising	South Africa	GlaxoSmithKline	Smoorverlief	AAA school of advertising	GlaxoSmithKline
Bronze	Student	Newspaper & Magazine Advertising	South Africa	HEINZ Beans	Straight-jacket, Hospital Bed, Padded Cell	AAA School of Advertising	Baked beans in tomato sauce
Bronze	Student	Newspaper & Magazine Advertising	South Africa	Ogilvy	Marie Claire, Time, Maverick	Vega The Brand Communications School	ogilvy Listening Initiative

Silver	Student	Posters	South Africa	Environmental Education	The Impact of Consumer Products on the Environment	Nelson Mandela Metropolitan university	Large-Format Educational Information Graphics Poster
Bronze	Student	Posters	South Africa	Cape Town Opera House	Madame Butterfly, Swan Lake	Vega The Brand Communications School	Ballet
Bronze	Student	Posters	South Africa	Oppikoppi productions	I is a Rockspider 1-9	Midrand Graduate Institute	Oppikoppi Music Festival 2008
Silver	Student	Design - Logos and Identity Programmes	South Africa	Ikonoklast Anti Fashion	Ikonoklast Anti Fashion	AAA School of Advertising	Ikonoklast Anti Fashion
Silver	Student	Design - Logos and Identity	South Africa	Tino's Used Car	Used and	Vega The Brand Communications	Tino's Used Car

		Programmes	Africa	Sales	Approved	School	Sales
Bronze	Student	Design - Logos and Identity Programmes	South Africa	José	Uno	University of Johannesburg	José Latino coffee bar (South American coffee)
Gold	Student	Collateral Design	South Africa	the one, second from left (on the park bench)	"public affair"	Department of Visual Arts, University of Stellenbosch	"public affair" limited edition illustrated story
Silver	Student	Collateral Design	South Africa	Typography	The Pidgin Proverbs	Vega The Brand Communications School	Typographic History
Bronze	Student	Collateral Design	South Africa	Umjondolo	Umjondolo	AAA School of Advertising	Shack interior
Bronze	Student	Collateral Design	South Africa	Zest	Mobile Device Design	Vega The Brand Communications School	Zest MP3 Player
Gold	Student	Three Dimensional, Environmental & Package Design	South Africa	Wellies	Wellie Shoebox	Cape Peninsula University of Technology	Wellington boots
Silver	Student	Three Dimensional, Environmental & Package Design	South Africa	{the group}	cabinet of curiosity & delight	Department of Visual Arts, University of Stellenbosch	"the peep show"
Bronze	Student	Three Dimensional, Environmental & Package Design	South Africa	"Play Nice Now"	DIY Snake Packaging	Vega The Brand Communications School	Cobra Packaging
Bronze	Student	Three Dimensional, Environmental & Package Design	South Africa	Nedbank	Take- Away Trees	Vega, The Brand Communications School	Package Design
Bronze	Student	Three Dimensional, Environmental & Package Design	South Africa	Ted Baker	Environmentally friendly packaging	University of Pretoria	In-store packaging
Gold	Student	Publication Design	South Africa	Self promotion	Who Cares	North West University	Who Cares
Silver	Student	Publication Design	South Africa	Illustrated Novel	Where did her tail go?	University of Pretoria	Autobiography
Bronze	Student	Publication Design	South Africa	Johnnic Communications	Attack of the 80s	Nelson Mandela Metropolitan university	Amuse: inspire, think, entertain
Bronze	Student	Publication Design	South Africa	The Art of Being	Random Thoughts and Stuff	North West University	The Art of Being
Silver	Student	Digital Media	South Africa	Lex Trickett	Attraction to Light	Vega The Brand Communications School	Lex Trickett
Bronze	Student	Digital Media	South Africa	Stepping Stones	"Courage"	Red & Yellow School	Addiction Centre
Silver	Student	Mixed-Media Campaign	South Africa	Virgin Atlantic	More space than you need	University of Pretoria	Virgin Atlantic Airlines
Bronze	Student	Mixed-Media Campaign	South Africa	Oppikoppie	Sus & Daan	North West University	Sus & Daan
Bronze	Student	Mixed-Media Campaign	South Africa	Oppikoppie	No Strings Attached	North West University	No Strings Attached
Craft Gold	Student	Crafts - Typography	South Africa	bata	school daze	stellenbosch academy of design and photography	bata school shoes
Craft Certificate	Student	Crafts - Art Direction	South Africa	Levis	Are you game?	Nelson Mandela Metropolitan university	Levis Vintage Clothing
Craft			South	the one, second		Department of Visual	"public affair"

Craft Certificate	Student	Crafts - Illustration	South Africa	from left (on the park bench)	"public affair"	Arts, University of Stellenbosch	limited edition illustrated story
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On Sunday evening, 27 July, statue winners in the following categories will be announced: Integrated Campaigns; Radio, TV & Online Advertising; Advertising Campaigns; Experiential Radio, TV, Digital, Non-broadcast & Live Events; Experiential Campaigns; & The Young Creatives Award.

The full list of winning agencies will be released on Sunday evening, 27 July 2008.

Major sponsors were SABC, Media 24, Zulu Kingdom and South Coast Tourism. Additional sponsors were Brandhouse, Aon-Shield, Lithotech, 24.com, Online Publishers Association, Design Indaba, Lightworks, Gauteng Film Commission and Sappi.

Official suppliers were Mango Airlines, Hetzner, Net#work BBDO, Six Million Dollar Media, Orchestra Blue, Sonovision Studios, Gallo Images, gloo design agency, Paygate, Ornico Group, Hibiscus Coast Municipality, Rocketseed, David Prior Photography, Newsclip, Lifesense Financial Services, Tempest Sixt Car Hire, Velocity Films, and Wacom.

Event production partners were Gearhouse, H-Factor Event Agency, Wozani Africa Event Agency, Leg Studios, Havaseat, LED Vision, juju, Wicked Pixels, Be PhatMotel, Visionation & Screencom, Condor Cape, Media Film Service, Waterfront Studios, Annie's Wardrobe, MXFX, Liquid Chefs and Lounge Around.

Update Sunday 28 July midnight: Apple and its agency Net#work BBDO withdrew three entries from this year's Loerie Awards at the last minute before the festival weekend began, unaware that these three finalists had in fact all won Bronze. This affects the embargoed lists and releases issued to print media before the festival weekend and has reduced Net#work BBDO's total tally of Bronze Loeries to 12 from 15. Net#work's overall position in the Creativity Points table does not change, although its points are down by 150 to 2350.

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