

# Loerie Awards 2006 winners: Design, Experiential, Print, Outdoor and Student

Winners in the design, experiential, print, outdoor and student Loeries were announced last night, Saturday 16 September, at a blindingly bright ceremony in Margate on the KwaZulu-Natal South Coast... the theme was bling, the music was hip hop and Margate put on a memorable show. Grid Worldwide won the only Grand Prix on the night in the Design Mixed-Media Campaign category for Virgin Mobile.



Grand-Prix-winner-GRID

The most awarded agency of the evening was Ogilvy SA with 20 Loeries. The following agencies took home five or more Loerie Awards each: The Jupiter Drawing Room South Africa (nine), Net#Work BBDO (nine), Grid Worldwide Branding and Design (eight), TBWA\Hunt\Lascaris - Johannesburg (seven) and Daddy buy me a pony - a 9Nov Union Co (five).

All-in-all, 106 awards were made: one Grand Prix, 10 Golds, eight Craft Golds, 20 Silvers and 67 Bronzes. The Grand Prix, or 'grand prize', is only awarded to work if it is found to be truly exceptional and representative of the highest possible standards. Because of this stringent requirement, Grand Prix winners are scarce and highly sought after.

The Loerie Awards, now in its 28th year, recognises and rewards creative excellence defined by work that excels in five critical areas - concept, execution, and relevance to the brand, target audience and chosen media.

Entries are judged by specialist panels comprised of leaders in their fields and only work deemed innovative and surpassing the norm within all five criteria is rewarded with the Loerie Award accolade.

## All the winners

Agencies winning Gold Loeries (10 in total) were:

- Grid Worldwide Branding & Design - 1
- BBDO Cape Town - 1
- Daddy buy me a pony - a 9Nov Union Co - 1
- Disturbance Design - 1
- FCB Johannesburg - 1
- Lowe Bull Johannesburg - 1
- Net#work BBDO - 1
- Ogilvy SA - 1
- Orange Juice Design - 1
- TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd - 1

Agencies winning Craft Golds (eight in total) awards were:

- King James RSVP - 1
- Lobedu Leo Burnett - 1

- Net#work BBDO - 2
- Ogilvy SA - 1
- REX & TennantMcKay - 1
- The Jupiter Drawing Room South Africa - 2

Work winning Gold Loeries, including Craft Gold awards, were:

- In the Experiential Category - DP Marais SANTA TB/HIV/AIDS Centre; Anti-Piracy Foundation
- In the Design Category - Ingrid Jonker plays at KKNK, stationery for Disturbance Design; Mazisi Kunene Limited Edition Book, Levi's® Jeans, M5 Africa Music Video, Design Indaba 9, Musica Valentines 2005
- In the Advertising Category - Lego (Imagine); Virgin Atlantic (Gone With the Wind, The Godfather, The Lord of the Rings); Mercedes-Benz SLK Convertible (Blown Away - Toupee, Hat, Scarf) and Harley Davidson (Abandoned Husbands- Dinner, Shopping, Washing), Axe - Get a Girlfriend (Frog, Jump, Lego, Scout, Arcade).

## **Student Loeries**

Winners in the Student Category were also announced last night. Here, a total of 37 Loerie Awards were presented - two Golds, three Craft Golds, seven Silvers and 25 Bronzes. The advertising schools taking home the two Gold Loerie Awards were AAA School of Advertising with Vega, the Brand Communications School and University of Pretoria achieving Craft Golds (two and one respectively).

The Loerie Awards chairman, Wingwing Mdlulwa, said he was pleased with the calibre of winners. "I am confident that our judges have rewarded work that demonstrates true creative excellence - this would be defined as work that excels in five critical areas - concept, execution, and relevance to the brand, target audience and chosen media.

"The standard of the work is very high, and once again, our winners should feel mighty proud of themselves. I look forward to this evening's ceremony when the remainder of the awards will be made."

Major sponsors for this year's awards are the SABC, Media24 and Tourism KwaZulu-Natal.

Other sponsors and partners are: 24.com, Aon-Shield, Avis, Brandhouse, Cell C, Gallo Images, Gauteng Film Office, Gearhouse, Hetzner, Hibiscus Coast Municipality, Joe Public Advertising, Kulula.com, Lightworks, Lithotech, Nashua Mobile, Online Publishers Association, Orchestra Blue, Ornico Group, Paygate, Proximity#http, Rocketseed, Sappi, Six Million Dollar Media, Sonovision, Strawberry Worx Media, The Design Indaba, The Video Lab, Ugu District Municipality, Verdantpoint, Masters & Savant.

For further information on The Loerie Awards visit [www.theloerieawards.co.za](http://www.theloerieawards.co.za).

## **The full tables**

## SATURDAY 16 SEPTEMBER 2006 WINNERS

Main category	Category	Agency name	Client	Title	Product	Award
Advertising	Outdoor & Ambient Advertising - Ambient Media	Joe Public Cape Town	Operation Hunger	"Lips"	Operation Hunger	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Net#Work BBDO	Cell C	Crop Circles	Corporate	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Ogilvy SA	Volkswagen South Africa	Arrivals Airport	Transporter	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Ogilvy SA	M Net	Sea Water Bottle	Channel O Music Awards	Bronze
Advertising	Outdoor & Ambient Advertising - Outdoor Media	Net#Work BBDO	General Motors South Africa	Chuck Drives an Isuzu	Isuzu	Bronze
Advertising	Outdoor & Ambient Advertising - Outdoor Media	Net#Work BBDO	Nedbank	Power to the People	Nedbank	Silver
Advertising	Outdoor & Ambient Advertising - Outdoor Media	Ogilvy SA	Multichoice DStv	Streepole - Arrest, Assassination, Divorce	History Channel	Bronze
Advertising	Outdoor & Ambient Advertising - Outdoor Media	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Independent Electoral Commission	United Wall, Police, Vandalism	Municipal Elections	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	BBDO Cape Town	Triumph	Wolf Whistle	Maximizer	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Cow Africa PR / 9November Union	Media24	Devil Himself, Zuma the Snake, Schalk the Fairy	Die Son Tabloid	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	FCB Johannesburg	Uthingo	Eve & Madam	Lotto	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	FCB Johannesburg	Netflorist	Get The Hint	Netflorist	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Net#Work BBDO	General Motors South Africa	Africa	Suzuki	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Net#Work BBDO	Simba	Bedroom, Orphanage, Staircase	Ghost Pops	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	Harley Davidson	Ronnie's Sex Shop	Harley Davidson	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	BPSA	Found	Superwash	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	Popular Mechanics	How things work 1, 2 & 3	Popular Mechanics	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	Volkswagen South Africa	Target 1, 2 & 3	Golf GTI	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	Audi	Magnifying Glass	Audi	Bronze

Advertising	Outdoor & Ambient Advertising - Posters	Ogilvy SA	Harley Davidson	Abandoned Husbands-Dinner, Shopping, Washing	Harley Davidson	Gold
Advertising	Outdoor & Ambient Advertising - Posters	pump	Ster Kinekor Games	Bomber Boy	PlayStation 2	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Adcock Ingram	Pranksters, Trick or Treat, House of Horrors	Doom	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	The Jupiter Drawing Room (South Africa)	Musica	R&B	Rock	Bronze
Advertising	Print Advertising - Magazine	FCB Cape Town	Media 24	Reservoir	Landbouweekblad	Bronze
Advertising	Print Advertising - Magazine	foxp2	8 INK MEDIA	Tornado, Space, Lions, Avalanche	NATIONAL GEOGRAPHIC KIDS MAGAZINE	Silver
Advertising	Print Advertising - Magazine	Joe Public	Tuffy	Puffer Fish, Edward	Plastic Bags	Bronze
Advertising	Print Advertising - Magazine	JWT Cape Town	True Blue Surf Travel	Waves of the World	True Blue Surf Travel	Bronze
Advertising	Print Advertising - Magazine	Lowe Bull Johannesburg	Unilever SA Home & Personal Care	Frog Jump, Lego, Scout, Arcade	Axe Get a girlfriend	Gold
Advertising	Print Advertising - Magazine	Ogilvy Durban	Reebok	Cracker	RBK (Reebok)	Bronze
Advertising	Print Advertising - Magazine	Ogilvy SA	Multichoice DStv	Scripts - Lennon, Hitler, Titanic	History Channel	Bronze
Advertising	Print Advertising - Magazine	Ogilvy SA	Harley Davidson	Future Riders - Smoke, Pee	Harley Davidson Children's Clothing	Bronze
Advertising	Print Advertising - Magazine	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Sasol	Teacher, Tree, Medicine, Wilddog	Corporate and Social Investment	Bronze
Advertising	Print Advertising - Magazine	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Masterfoods	Pigs	Whiskas Cat Food	Bronze
Advertising	Print Advertising - Newspaper	FCB Johannesburg	Lego	Imagine 1 & 2	Lego	Gold
Advertising	Print Advertising - Newspaper	foxp2	8 INK MEDIA	MARCO POLO, HERE I COME, ROTTEN EGG, ARE WE THERE YET?	NATIONAL GEOGRAPHIC KIDS MAGAZINE	Bronze
Advertising	Print Advertising - Newspaper	Grey Worldwide SA	Elliott International	Hat, Dog, Sandals	Elliott Removals	Bronze
Advertising	Print Advertising - Newspaper	JWT	Cool Apple Buddies	Cigarettes	Apple Mac	Bronze
Advertising	Print Advertising - Newspaper	JWT Cape Town	JWT, Cape Town	Proofreader Wanted	JWT, Cape Town	Silver

Advertising	Print Advertising - Newspaper	Lobedu Leo Burnett	Mercedes-Benz	Blown Away - Toupee, Scarf, Hat	SLK Convertible	Bronze
Advertising	Print Advertising - Newspaper	Lowe Bull, Cape Town	Metropolitan	Taxi, Wedding, Education	FutureBuilder	Silver
Advertising	Print Advertising - Newspaper	Net#Work BBDO	General Motors South Africa	Crow, Gorilla, Salt Shaker	Ople AFL	Bronze
Advertising	Print Advertising - Newspaper	Net#Work BBDO	Virgin Atlantic	Gone With the Wind, The Godfather, The Lord of the Rings	Upper Class Suite	Gold
Advertising	Print Advertising - Newspaper	Ogilvy SA	WWF - SA	Gorilla, Whales, Cheetah	World Wildlife Fund for Nature	Bronze
Advertising	Print Advertising - Newspaper	Ogilvy SA	WWF - SA	Rare Sighting 1, 2 & 3	World Wildlife Fund for Nature	Bronze
Advertising	Print Advertising - Newspaper	Ogilvy SA	Harley Davidson	Reactions - Baby, Dog, Granny	Harley Davidson	Silver
Advertising	Print Advertising - Newspaper	Ogilvy SA	M-Net	Household Goods - Newspaper, Soap, Stockings	Channel O	Silver
Advertising	Print Advertising - Newspaper	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Red Sky	Unbelievable	Ripleys Believe it or Not	Bronze
Advertising	Print Advertising - Newspaper	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	Tobacco Action Group	Cape Fires	Tobacco Action Group	Bronze
Advertising	Print Advertising - Newspaper	The Jupiter Drawing Room (South Africa)	Interactive Africa	Bell Centennial	Design Indaba	Bronze
Advertising	Print Advertising - Newspaper	The Jupiter Drawing Room (South Africa)	Musica	I Feel Good	Deaf Awareness Week 2005	Bronze
Advertising	Print Advertising - Newspaper	The Jupiter Drawing Room (South Africa)	Permark International	Kilt, Hurdles, Beach	Durex XL Condoms	Silver
Advertising	Print Crafts - Art direction	Net#Work BBDO	Virgin Atlantic	Gone With the Wind, The Lord of the Rings	Upper Class Suite	Gold
Advertising	Print Crafts - Illustration	Net#Work BBDO	Virgin Atlantic	Gone With the Wind, The Lord of the Rings	Upper Class Suite	Gold
Advertising	Print Crafts - Photography	Lobedu Leo Burnett	Mercedes-Benz	Blown Away - Toupee, Hat, Scarf	SLK Convertible	Gold

Advertising	Print Crafts - Photography	Ogilvy SA	Harley Davidson	Abandoned Husbands-Dinner, Shopping, Washing	Harley Davidson	Gold
Design	Brand Identity & Collateral Design - Annual Reports,Brochures & Technical Literature	Grid Worldwide Branding and Design	Virgin Mobile	Scoop, F.Y.I.	Scoop Instore Catalogue	Bronze
Design	Brand Identity & Collateral Design - Annual Reports,Brochures & Technical Literature	Saatchi & Saatchi	Red Cross Children's Hospital	Annual Report	Annual Report	Bronze
Design	Brand Identity & Collateral Design - Direct & PromotionalMail	Daddy buy me a pony -( a 9Nov Union Co)	Zentrum Fur Kulturproduktion - Berne	Schlachthaus Exhibition	SchlachtHouse Exhibition	Bronze
Design	Brand Identity & Collateral Design - Direct & PromotionalMail	switch through-the-line	HDI	On board	New HDI	Silver
Design	Brand Identity & Collateral Design - General Collateral	Disturbance Design	disturbance	Moving announcement	Moving announcement	Bronze
Design	Brand Identity & Collateral Design - General Collateral	King James RSVP	Levi Strauss SA	Levi's® Christmas Card, Denim Showcase Invite	Levi's® Jeans	Silver
Design	Brand Identity & Collateral Design - Identity Programmes	Black River F.C.	Black River F.C.	Creativity in Football	Black River F.C.	Silver
Design	Brand Identity & Collateral Design - Identity Programmes	Code	Limited Edtion Hotels	Limited Edtion Hotels	Limited Edtion Hotels	Bronze
Design	Brand Identity & Collateral Design - Identity Programmes	Disturbance Design	disturbance	Stationery	Stationery	Gold
Design	Brand Identity & Collateral Design - Identity Programmes	Grid Worldwide Branding and Design	Virgin Mobile	Virgin Mobile	Virgin Mobile Identity	Bronze
Design	Brand Identity & Collateral Design - Logos	Grid Worldwide Branding and Design	Wits University Foundation	Marang	Marang Maths and Science Centre	Bronze
Design	Brand Identity & Collateral Design - P.O.P. & In-Store - Single	The Jupiter Drawing Room (South Africa)	Musica	Labour of Love	Valentines 2005	Bronze
Design	Brand Identity & Collateral Design - Posters	Daddy buy me a pony -( a 9Nov Union Co)	Cape-Africa Platform	Ikapa Sessions Poster	Ikapa Conference poster	Bronze
Design	Brand Identity & Collateral Design - Posters	Daddy buy me a pony -( a 9Nov Union Co)	Vleis Rys & aartappel produksies	Altyd Jonker	Ingrid Jonker play at KKNK	Gold
Design	Brand Identity & Collateral Design - Posters	Disturbance Design	Centre for Creative Arts	Film Festival Poster	Durban International Film Festival	Bronze



Design	Design Crafts - Illustration	The Jupiter Drawing Room (South Africa)	Musica	Labour of Love, Jimi Hendrix	Valentines 2005	Gold
Design	Design Crafts - Motion Graphic Design	REX & TennantMcKay	The Coca-Cola Company	'All we Are'	M5 Africa Music Video	Gold
Design	Design Crafts - Motion Graphic Design	The Jupiter Drawing Room (South Africa)	Interactive Africa	The Economy	Design Indaba 9	Gold
Design	Design Crafts - Photography	King James RSVP	Levi Strauss SA	Levi's® Billiard Table, Drawing Room, Satyr, Centaur, Mermaid	Levi's® Jeans	Gold
Design	Design Mixed-Media Campaign	Grid Worldwide Branding and Design	Karo	Karo Campaign	Karo Hair Salon	Bronze
Design	Design Mixed-Media Campaign	Grid Worldwide Branding and Design	Virgin Mobile	Virgin Mobile Campaign	Virgin Mobile Campaign	Grand Prix and Gold
Design	Design Mixed-Media Campaign	King James RSVP	Levi Strauss SA	Levi's® Find your Fit	Levi's Jeans	Bronze
Design	Design Mixed-Media Campaign	The Jupiter Drawing Room (South Africa)	Interactive Africa	The New Economy	Design Indaba	Silver
Design	Publication Design - Book Design	Joe Public Cape Town	THE LOERIES AWARDS	MADE IN MARGATE	THE LOERIES AWARDS 2005 ANNUAL	Bronze
Design	Publication Design - Book Design	Orange Juice Design	Mazisi Kunene Foundation	Inkondlo Engaqedwanga	Mazisi Kunene Limited Edition Book	Gold
Design	Publication Design - Magazine/Newspaper	Daddy buy me a pony -( a 9Nov Union Co)	Spier Arts Trust	Afro II	Afro II	Bronze
Design	Publication Design - Magazine/Newspaper	Orange Juice Design	Orange Juice Design	South Africa Now	i-jusi Issue 22	Bronze
Design	Three Dimensional & Environmental Design - Architecture &Interior Design	Activate Architects and Activate Space	Definite Properties (Pty) Ltd	The Forum Homini Boutique Hotel	The Forum Homini Boutique Hotel	Silver
Design	Three Dimensional & Environmental Design - Architecture &Interior Design	Grid Worldwide Branding and Design	Virgin Mobile	Virgin Mobile Flagship Retail Store	Virgin Mobile Flagship Retail Store	Bronze
Design	Three Dimensional & Environmental Design - Architecture &Interior Design	Switch Branding & Design	Barloworld Plascon SA	Plascon Design Quarter Store	Plascon Design Quarter Store	Silver
Design	Three Dimensional & Environmental Design - Package Design	Grid Worldwide Branding and Design	Virgin Mobile	Virgin Mobile Access Packs	Virgin Mobile Access Packs	Silver
Design	Three Dimensional & Environmental Design - Package Design	King James RSVP	Levi Strauss SA	Levi's® 501 Jeans Stay True Packaging	Levi's® 501 Jeans	Bronze

Design	Three Dimensional & Environmental Design - Package Design	The Jupiter Drawing Room (South Africa)	Willards	Salt & Blackpepper, Sweet Piquant Pepper, Plain Salted	Kettle Fried	Bronze
Experiential	Alternative Media & Field Marketing	Ogilvy SA	Exclusive Books	Missile	Exclusive Books Boeke Prize promo	Silver
Experiential	Alternative Media & Field Marketing	Proximity ttp	Sandton Library	Abbreviated Oliver Twist	Literacy Project	Bronze
Experiential	Alternative Media & Field Marketing	TBWA\Hunt\Lascaris - Johannesburg (Pty) Ltd	SaFact	Pirated DVD	Anti-Piracy Foundation	Gold
Experiential	Direct & Promotional Print - Dimensional Mail	Lowe Bull Truth	East Coast Radio	Looser Invite	Invitation	Bronze
Experiential	Direct & Promotional Print - Dimensional Mail	Proximity ttp	Va Va Broom Cleaning Services	DirtyJoke Book	Brand	Silver
Experiential	Direct & Promotional Print - Dimensional Mail	switch through-the-line	The Coca-Cola company	When your knees go weak.	Coke Africa Project	Silver
Experiential	Direct & Promotional Print - Flat media	BBDO Cape Town	DP Marais SANTA TB/HIV/AIDS Centre	Transfer	DP Marais SANTA TB/HIV/AIDS Centre	Gold
Experiential	Direct & Promotional Print - Flat media	Daddy buy me a pony -( a 9Nov Union Co)	Pro-Helvetia (Swiss Arts Council)	Urban African Mailer	End of year mailer	Silver
Experiential	Direct & Promotional Print - Flat media	foxp2	8 INK MEDIA	SCORPION MAILER	NATIONAL GEOGRAPHIC KIDS MAGAZINE	Bronze
Experiential	Direct & Promotional Print - Flat media	JWT Cape Town	Kink Erotic Boutique	Hidden Desires	Kink Erotic Boutique	Bronze
Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	Bester Burke	Mweb Home	Sean's	Mweb ADSL	Bronze
Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	Ogilvy SA	Harley Davidson	Pin Up	Harley Davidson	Bronze
Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	Ogilvy SA	Exclusive Books	Elephant	Book title - On Being Blonde	Silver
Experiential	Direct & Promotional Print - Newspapers/Magazines/Inserts	Proximity ttp	Va Va Broom Cleaning Services	Dirty Bum	Brand	Bronze
Experiential	Internal Marketing Programmes	Lobedu Leo Burnett	SAPO	Big Brother's Watching	Internal Security Program	Bronze
Experiential	Internal Marketing Programmes	Ogilvy SA	Ogilvy Africa	Free the Brand	Africa Training Program	Silver
Experiential	Strategic CRM Programmes	Oscar Tango Marketing (Pty)Ltd	Brandhouse	The Striding Man Society	Johnnie Walker	Bronze

## SATURDAY 16 SEPTEMBER 2006 STUDENT WINNERS



Main category	Category	Agency name	Client	Title	Product	Award
Advertising	Outdoor & Ambient Advertising - Ambient Media	AAA School of Advertising	Vanish	Vanishing Stains	Carpet Shampoo	Gold
Advertising	Outdoor & Ambient Advertising - Ambient Media	Vega, the Brand Communications School	Graphic Landscaping	Landscaping	Graphic Landscaping	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Vega, the Brand Communications School	Cell C	Winter	Cell C special packages	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Vega, the Brand Communications School	Nashua	Kung Fu	Nashua Printers	Bronze
Advertising	Outdoor & Ambient Advertising - Ambient Media	Vega, the Brand Communications School	HTH	Blue Springbok jersey	HTH	Silver
Advertising	Outdoor & Ambient Advertising - Outdoor Media	Vega, the Brand Communications School	Virgin Atlantic	Sleeping feet	Virgin Atlantic - extra legroom	Bronze
Advertising	Outdoor & Ambient Advertising - Posters	Vega, the Brand Communications School	Transport for London	Hot Dog	Safety Awareness	Bronze
Advertising	Print Advertising - Magazine	AAA School of Advertising	Il Madonnino	The Godfather	Olio Extra Virgin Olive Oil	Bronze
Advertising	Print Advertising - Magazine	AAA School of Advertising	Garbie	Zebra	Black bin bags	Bronze
Advertising	Print Advertising - Magazine	Red & Yellow School	Havaianas	"Paint"	Slops	Silver
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Levi's Strauss	Hulk	571 Jeans Stretch Fit	Bronze
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Osram	Bonsai	Long Lasting Light Bulb	Bronze
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Osram	Angler Fish, Squid, Dragon Fish	Long Lasting Light Bulb	Bronze
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Osram	Zippo	Long Lasting Light Bulb	Bronze
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Toblerone	Heidi	Dark Chocolate	Gold
Advertising	Print Advertising - Newspaper	AAA School of Advertising	Twinnings	What could be more English?	Twinnings Tea	Silver
Advertising	Print Advertising - Newspaper	Red & Yellow School	Heart Foundation	"Job Well Done"	World No Tobacco Day	Bronze
Advertising	Print Advertising - Newspaper	Red & Yellow School	Paul Bothner	"Broken"	Music instrument repair service	Bronze
Advertising	Print Advertising - Newspaper	Vega, the Brand Communications School	Zam-Buk	Tongue Twisters	Zam-Buk	Bronze

Advertising	Print Advertising - Newspaper	Vega, the Brand Communications School	Age Concern	Blind, Forgotten, Deaf	Age Concern	Bronze
Advertising	Print Crafts - Photography	Vega, the Brand Communications School	Diesel	Style	Diesel Style Lab	Gold
Advertising	TV & Cinema Commercials	AAA School of Advertising	Binney & Smith	Sunflowers	Crayola Crayons	Bronze
Advertising	TV & Cinema Commercials	Vega Brand Communication School	Apple	The new world order	Shuffle	Bronze
Advertising	TV & Cinema Commercials	Vega, the Brand Communications School	Volvo	Other people	Volvo	Bronze
Design	Brand Identity & Collateral Design - Direct & Promotional Mail	Vega, the Brand Communications School	ATKV	Volk en Vaderland	Sparrows Ministries	Bronze
Design	Brand Identity & Collateral Design - Identity Programmes	AAA School of Advertising	Say Hello	Say Hello	Say Hello	Silver
Design	Brand Identity & Collateral Design - Identity Programmes	Vega The Brand Communications School	Vukani Mpanza	Gas Man Self Promotion	Gas Man	Bronze
Design	Design Crafts - Illustration	University of Pretoria	University of Pretoria	Equality, Empowerment, Reconstruction, Sustainability, Reconciliation, Development, Quota	Large Format Poster Series	Gold
Design	Design Crafts - Motion Graphic Design	Vega, the Brand Communications School	Helvetica	Hoorah for Helvetica	Helvetica vs Arial	Gold
Design	Design Mixed-Media Campaign	University of Pretoria	Oppikoppi Productions	Swart skapie.	Oppikoppi 12 festival campaign	Silver
Design	Design Mixed-Media Campaign	University of Pretoria, Visual Arts Department	Cell C	6 Degrees	Promotional Campaign	Silver
Design	Publication Design - Book Design	University of Pretoria	University of Pretoria	Free Nelson Mandela	Book Cover Design	Bronze
Design	Three Dimensional & Environmental Design - Package Design	AAA School of Advertising	FOOSFAN.COM	FOOSFAN	Customised Foosball Players	Bronze
Design	Three Dimensional & Environmental Design - Package Design	AAA School of Advertising	Outa Core	Outa core packaging	Outa core	Bronze

Experiential	Direct & Promotional Digital - Digital - Offline	Vega, the Brand Communications School	Nicholas Bester	Nixbox	Nixbox	Bronze
Experiential	Direct & Promotional Digital - Digital - Offline	Vega, the Brand Communications School	Social Welfare NGO	ClassiLocation	ClassiLocation	Silver
Experiential	Direct & Promotional Print - Flat media	Vega, the Brand Communications School	Landrover	sim card	Landrover Defender	Bronze

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