

All the Live Events & PR finalists

With judging complete in these categories, the Loeries' Live Events & PR finalists have been announced...



Finalists will be announced each day during Creative Week Durban from 10-13 August.

All winners will be announced at the Awards Ceremonies, 15 - 16 August at the Durban ICC.

All finalists presented here are unaudited results.

LE1A: PR Communication Campaign			
Entrant	Title	Brand	Product
DDB Mozambique	The Fashion Show that never should have happened	Nweti	Domestic Violence
Geometry Global Dubai	Back Off Radio	Roads and Transport Authority	Back off Radio
IMPACT BBDO Dubai	Give Mom Back Her Name	UN Women	UN Women
IMPACT BBDO Dubai	Goodbye Bad Luck	Loto Libanais	Loto Libanais
Ireland/Davenport	#TheDress	Salvation Army	Carehaven
King James Group	One Rand Man	Sanlam	Sanlam Brand
King James Group	Check-in online from anywhere	Comair Limited	kulula.com
King James Group	TweetSeat	MWEB	MWEB TweetSeat
Lowe and Partners Cape Town	Get me to 21	Organ Donor Foundation	Organ Donor Foundation
Ogilvy & Mather Cape Town	The 1 Ton Coupon	Volkswagen South Africa	Volkswagen Amarok
Ogilvy & Mather Cape Town	Game ranger loses his shit	Media24	Careers24
OnPoint PR	Football Fan Fashion	Nedbank	Nedbank Cup Football Fan Fashion
The Jupiter Drawing Room (South Africa) Cape Town	#fabulousdressproject	Unilver	Skip
The Jupiter Drawing Room Johannesburg	Art Needs You	Absa	Brand
LE2A: Live Events			
Ambrosia Brand Experience Agency & G&G Productions	See What Unfolds Live	Mondelez	Stimorol
Geometry Global Johannesburg PTY LTD	The Castrol Engine Experts Experience	Castrol South Africa	Castrol Oils
King James Group	The King of Flavour Experience Meet Your Match	Brandhouse Beverages	Johnnie Walker
M&C Saatchi Abel	Open Your City: Open Jozi	Brandhouse	Heineken
Mann Made Media	A Meeting Of Minds	Barclays Africa	Retail Business Bank & Corporate Investment Bank
Mortimer Harvey	Enter The Woods	DGB	Jägermeister
Publicis Machine	Doodle Art	Red Bull	Energy Drink
The Jupiter Drawing Room Johannesburg	Art Needs You	Absa	Brand
Thirtyfour	Sound of Hope	iKhaya Le Themba	iKhaya Le Themba
VWV Group	Redd's Street Carnival	SAB	Redd's

Witch & Wizard Productions	The Desert Comes Alive	Northern Cape Tourism	World Tourism Day
LE2B: Live Activations			
DDB Mozambique	The Fashion Show that never should have happened	Nweti	Domestic Violence
FCB South Africa (PTY) LTD	The Billboard the Knows What You're Thinking	Toyota South Africa Motors (Pty) Ltd	The Lexus LS's Precollision System
King James Group	Check-in online from anywhere	Comair Limited	kulula.com
Ogilvy & Mather Cape Town	PoloTag	Volkswagen South Africa	New Polo
SCANAD KENYA LIMITED	INSTAMDEO SERVICE	DISCOVER MOVES	INSTAMDEO SERVICE
The Creative Counsel	The World's Best Hug.	Unilever	Comfort
LE2C: Live Events - Sponsorship			
Joe Public	Nedbank Design Indaba	Nedbank	Corporate
King James Group	Woordfees 2015	Sanlam	Sanlam
OwenKessel Leo Burnett	BRINGING THE WORLD TO THE ABSA CAPE EPIC	DIMENSION DATA	ITC SOLUTIONS EG. WIFI AND NETWORK CONNECTIVITY AND VIDEO CONFERENCING SOLUTIONS
WV Group / Publicis Machine	Red Bull X-Fighters SA2014	Red Bull	Red Bull
LE3A: Live Crafts			
Embassy and Snap Pictures	Battle at Kruger	Regiments Capital	10 Year Anniversary Event
FCB South Africa (PTY) LTD	The Lexus Pedestrian Billboard	Toyota South Africa Motors (PTY) LTD	The Lexus NX's Automatic Braking feature
Hero Strategic Marketing	Get on the road to greatness.	Old Mutual	Old Mutual Brand
King James Group	The King of Flavour Experience Meet Your Match	Brandhouse Beverages	Johnnie Walker
Network#BBDO	15 Bucks	Chicken Licken	Bang Bang Mix
Publicis Machine	Doodle Art	Red Bull	Energy Drink

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