

All the Media Innovation finalists

With judging complete in these categories, the Loeries' Media Innovation 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.

MI1A: Media Innovation - Single Medium			
Entrant	Title	Brand	Product
140 BBDO	The Sneezing Poster	Med-Lemon	Med-Lemon
Aqua / Wunderman	Say it happy	Coca-Cola South Africa	Coca-Cola
Cheil South Africa	"Bigger is better"	Samsung	Galaxy Note 4
DDB South Africa	Mould	The Clorox Company	Glad
FCB Cape Town	Follow the road	Lexus	Lexus LS / Adaptive Headlights
FCB South Africa (PTY) LTD	The Lexus Pedestrian Billboard	Toyota South Africa Motors (PTY) LTD	The Lexus NX's Automatic Breaking feature
FCB South Africa (PTY) LTD	Hilux / Netflorist Toughness Invasion	Netflorist & Toyota South Africa Motors (PTY) LTD	The Toyota Hilux
Flametree	Unjumbling the mind	Alzheimer's Association of Kenya	Alzheimer's
Geometry Global Dubai	Back Off Radio	Roads and Transport Authority	Back off Radio
Geometry Global Dubai	Handle On Hygiene	Unilever	Lifebuoy
Havas Worldwide	People Park Like @#%!	Volvo	V40
Havas worldwide Johannesburg	A place for change	POWA	Non-Profit
Hellocomputer	Lexus Precognitive Banner	Toyota	Lexus Advanced Pre-Collision System
Hellocomputer	Social Feed	Peninsula School Feeding Association	Social Feed
Ireland/Davenport	The Cup of Life	National Museum of Military History	World War 2 Exhibit
Ireland/Davenport	BMW i8 Born Electric	BMW	i8
J.Walter Thompson	Explore The Night	Smirnoff	Smirnoff Ice Double Black With Guarana
M&C Saatchi Abel Jhb	Possessed Radio	Simba (Ltd)	Ghost Pops
NATIVE VML (Pty) Ltd PO Number: PO00002998	Talking Car	BMW	BMW i3
Network#BBDO	15 Bucks	Chicken Licken	Bang Bang Mix
Ogilvy & Mather Africa	The Secret Garden secret ad	The Secret Garden	The Secret Garden
Ogilvy & Mather Cape Town	Eyes Play Tricks	Audi	Audi Night Vision Assistant
Ogilvy & Mather Cape Town	The 1 Ton Coupon	Volkswagen South Africa	Volkswagen Amarok
Ogilvy & Mather Johannesburg	SoundBite	KFC	Food
Ogilvy & Mather Johannesburg	Give me strength Waze	Lucozade	Energy Drink
Ogilvy Durban	Window Envelopes	Decorland	Decorland
OwenKessel Leo Burnett	The Street is No Playground For a Child	The Salvation Army	The Salvation Army

OwenKessel Leo Burnett	BRINGING THE WORLD TO THE ABSA CAPE EPIC	DIMENSION DATA	ITC SOLUTIONS EG. WIFI AND NETWORK CONNECTIVITY AND VIDEO CONFERENCING SOLUTIONS
Playmakers	KFC Mini-Cricket Kids stretching with the Proteas	KFC	KFC
Publicis Machine	The Chocolate Flyer	SureSlim	SureSlim
Quirk Johannesburg	The Good House	Hollard	Hollard Brand (Personal Lines)
SCANAD KENYA LIMITED	BAGGAGE DRAMA	APA INSURANCE	APA GLOBETROTTER TRAVEL INSURANCE
TBWA Hunt Lascaris Durban	Be Our Art Director	TBWA Hunt Lascaris Durban	Recruitment
Tribal DDB	Texan Steakhouse Scent	The Cape Herb & Spice Company	Cape Herb & Spice Rubs
M11B: Media Innovation - Media Campaign			
99c	Your Legend Lives On	Tassenberg	Tassenberg
Carat SA, Isobar, BBDO Africa, Abbott Mead Vickers BBDO	Made Of Black	Diageo	Guinness Beer
Geometry Global Cape Town	AS FRESH AS THE DAY IT HAPPENED	Ziploc	Ziploc Bags
Opera Mediaworks & MEC	Add-vertising not advertising	Brandhouse	Smirnoff

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