

# All the Communication Design finalists!

Finalists have been announced in the Loeries' Communication Design category.

BRAND IDENTITY & COLLATERAL DESIGN - DIRECT & PROMOTIONAL MAIL			
Agency / Entrant	Title	Brand	Product
Shift Joe Public	Project Transport	One School At A Time	Project Transport
Shift Joe Public	Know Your Strength	Zazi	Zazi
J. Walter Thompson Cape Town Pty Ltd.	Merry Christmas to Someone Else	FoodForward SA	Donations
J. Walter Thompson Cape Town Pty Ltd.	Feel Good About Getting Nothing	FoodForward SA	Donations
J. Walter Thompson Cape Town Pty Ltd.	Tis The Season For Not Giving to You	FoodForward SA	Donations
MullenLowe JHB	Il Libretto by The Bookbinder	The Bookbinder	Notebook
Y&R Dubai	One Book for Peace	Interreligious Council of Bosnia and Herzegovina	One Book for Peace
King James Group	Corporate Happiness	King James Group	Placebos
TBWA\Hunt\Lascaris Durban	Wi-Lo	TOPS at SPAR	Wi-Lo
Publicis Machine	Nescafé Connection Cards	Nestlé	Nescafé
Saatchi & Saatchi South Africa	The Jose Cuervo Pinata Calendar	Jose Cuervo	Brand
BRAND IDENTITY & COLLATERAL DESIGN - GENERAL COLLATERAL			
Shift Joe Public	Osho Solinti Calendar	Osho Solinti	Osho Solinti Residential Development
Grid Worldwide Branding (Pty) Ltd	Sweets made luxury	Marble	Open-flame dining
The Jupiter Drawing Room, Cape Town	Personology Notebook	Mediclinic International	Mediclinic International Group Conference
The Jupiter Drawing Room, Cape Town	If These Walls Could Talk	The Jupiter Drawing Room Cape Town	The Jupiter Drawing Room Cape Town
TBWA\Hunt\Lascaris Johannesburg	Beautiful Pathogens	Goodbye Malaria	Goodbye Malaria
King James II	Seeded Paper Vegetables	Food & Trees for Africa	Food & Trees for Africa
Red house group	Tusker lager	Diageo	Tusker Lager LEP label
TBWA\RAAD	Skins of Peace	Amnesty International	Anti- Islamophobia initiative
J. Walter Thompson Cape Town Pty Ltd.	Resta	Lucky Star	Pillow
J. Walter Thompson	Outlendar	Nat Geo	Calendar
Ogilvy Johannesburg	KFC Suppertime Stories 1. Why Thunder & Lightning live in the sky	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 2. Why Mosquito buzzes in people's ears	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 3. Why Hippo doesn't eat fish	KFC	KFC Family Bucket
Net#work BBDO	Acts of Random Kindness	Ark	Ark
Limbik	One Formation	Boland Cellar	Wine Label
M&C Saatchi Abel	The Butterfly Effect	Strongbow Apple Ciders	Strongbow Apple Ciders
BRAND IDENTITY & COLLATERAL DESIGN - IDENTITY PROGRAMMES			
Shift Joe Public	Osho Solinti	Osho Solinti	Identity
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
DesignVow	New Species	Genera Capital	Identity
DesignVow	Explore. Discover.	Lion & Safari Park	ID system
TBWA\Hunt\Lascaris Johannesburg	Beautiful Pathogens	Goodbye Malaria	Goodbye Malaria

Impact BBDO Dubai	Sydney	Sydney	Dyslexia Correcting Facility
Grid Worldwide Branding (Pty) Ltd	The Disruption® Company	TBWA/The Disruption® Company	TBWA/The Disruption® Company
DesignVow	Frozen Kingdom	Frozen Kingdom	Identity
Grid Worldwide Branding (Pty) Ltd	Branding Enduring Value	Krugerrand	Krugerrand Bullion Coins
Abnormal	Find the right words	Mint Language Consultancy	Mint Language Consultancy
HKLM	Nedbank Visual Identity System	Nedbank	Nedbank Visual Identity System
Parsons Branding	Blood, Sweat & Beers	Wolfpack Lager	Wolfpack Lager
Net#work BBDO	Acts of Random Kindness	Ark	Ark
Publicis Machine	Red Bull Studios AlgoRhythm	Red Bull	Red Bull Studios Cape Town
Landor	Lessons in 'new business' from the Holy Quran	Takamol - Ministry of Interiors, Kingdom of Saudi Arabia	9/10ths SME Hub and Start-Up Accelerator
MESH Club	MESH CLUB identity	MESH CLUB	MESH CLUB
<b>BRAND IDENTITY &amp; COLLATERAL DESIGN - LOGOS</b>			
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
The Jupiter Drawing Room, Cape Town	Personology Logo	Mediclinic International	Mediclinic International Group Conference
DesignVow	Wetlands Bulrushes	Lion & Safari Park	Logo
Net#work BBDO	Acts of Random Kindness	ARK	ARK
Impact BBDO Dubai	Sydney	Sydney	Dyslexia Correcting Facility
Grid Worldwide Branding (Pty) Ltd	The Disruption® Company	TBWA/The Disruption® Company	TBWA/The Disruption® Company
North Ltd	Cape Town City FC	Cape Town City FC	Cape Town City FC
J. Walter Thompson	Unveil	Saudi Telecom Company	Coverage
Arcade	h.u.m.a.n logo	h.u.m.a.n	h.u.m.a.n
J Walter Thompson Cairo	Chidlets Live Episodes	Mondelez	Chidlets
Saatchi & Saatchi South Africa	Tin Can PR logo	Tin Can PR	Corporate
Grid Worldwide Branding (Pty) Ltd	Branding Enduring Value	Krugerrand	Krugerrand Bullion Coins
MESH Club	MESH CLUB logo	MESH CLUB	MESH CLUB
<b>BRAND IDENTITY &amp; COLLATERAL DESIGN - POSTERS &amp; BILLBOARDS</b>			
Shift Joe Public	Here We Grow Great	Joe Public United	Manifesto
canvas	Perfect Yellow	Hirt & Carter	Print company
canvas	Perfect Blue	Hirt & Carter	Print company
Bittersuite	One with Nature	Sea Change	Sustainable cork poster
Bittersuite	Rolling Retro	Sea Change	Sustainable cork poster
Bittersuite	Ancient Hawaiian Heritage	Sea Change	Sustainable cork poster
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
Impact BBDO Dubai	Dog	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Rabbit	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Dinosaur	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Fox	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Despair / Hope	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	In Need / Fulfilled	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Weak / Strong	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Suffering / Healing	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Sick / Cured	Law Andak Dam	Blood Donation Platform
Young & Rubicam South Africa (Pty) Ltd	Frog	Joburg Zoo	Johannesburg Zoo
Young & Rubicam	Bird	Joburg Zoo	Johannesburg Zoo
Young & Rubicam	Snake	Joburg Zoo	Johannesburg Zoo
Young & Rubicam	Bat	Joburg Zoo	Johannesburg Zoo

Abnormal	Saw	Gardening with Babylonstoren	Gardening with Babylonstoren
Abnormal	Fork	Gardening with Babylonstoren	Gardening with Babylonstoren
Abnormal	Watering Can	Gardening with Babylonstoren	Gardening with Babylonstoren
MullenLowe JHB	The Bookbinder - Poster	The Bookbinder	Poster
<b>BROADCAST DESIGN &amp; GRAPHICS</b>			
Masters & Savant	Kwesé On Air Branding	Kwesé	Kwesé
Fortcom Pty Ltd T/A Fort	MTV Base Africa Channel Rebrand	Viacom/MTV Base Africa	Viacom/MTV Base Africa
Wicked Pixels	Idents 2016	Vuzu Amp	Vuzu Amp
Wicked Pixels	Idents 2016	Channel O	Channel O
<b>CREATIVE USE OF PAPER</b>			
Impact BBDO Dubai	Dog	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Rabbit	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Dinosaur	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Fox	Sydney	Dyslexia Correcting Facility
Ogilvy Johannesburg	KFC Supertime Stories	KFC	KFC Family Bucket
MullenLowe JHB	Il Libretto by The Bookbinder	The Bookbinder	Notebook
MullenLowe JHB	The Bookbinder - Poster	The Bookbinder	Poster
M&C Saatchi Abel	The Butterfly Effect	Strongbow Apple Ciders	Strongbow Apple Ciders
TBWA\Hunt\Lascaris Durban	Box Smart	TOPS at SPAR	Box Smart
Saatchi & Saatchi South Africa	The Jose Cuervo Pinata Calendar	Jose Cuervo	Brand
<b>DESIGN CRAFTS - ILLUSTRATION</b>			
Bittersuite	Ancient Hawaiian Heritage	Sea Change	Sustainable cork poster
Bittersuite	One with Nature	Sea Change	Sustainable cork poster
Bittersuite	Rolling Retro	Sea Change	Sustainable cork poster
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
TBWA\Hunt\Lascaris Johannesburg	Beautiful Pathogens	Goodbye Malaria	Goodbye Malaria
Ogilvy Johannesburg	KFC Supertime Stories 1. Why Thunder & Lightning live in the sky	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Supertime Stories 2. Why Mosquito buzzes in people's ears	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Supertime Stories 3. Why Hippo doesn't eat fish	KFC	KFC Family Bucket
140 BBDO	I Get Paid for This	BBDO Cape Town	I Get Paid for This
<b>DESIGN CRAFTS - PHOTOGRAPHY</b>			
Masters & Savant	Maboneng	Kwesé	Kwesé Office Artwork
The Spanish Coalition	African Bazaar	African Bazaar	Spaza Goods
Superbalist.com	The Dakar Express	Superbalist.com	The Dakar Express
Grid Worldwide Branding (Pty) Ltd	Branding Enduring Value	Krugerrand	Krugerrand Bullion Coins
<b>DESIGN CRAFTS - TYPOGRAPHY</b>			
Grid Worldwide Branding (Pty) Ltd	Averta for TBWA\	TBWA\ The Disruption® Company	Averta for TBWA\
Impact BBDO Dubai	Despair / Hope	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	In Need / Fulfilled	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Weak / Strong	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Suffering / Healing	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Sick / Cured	Law Andak Dam	Blood Donation Platform
Impact BBDO Dubai	Dog	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Rabbit	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Dinosaur	Sydney	Dyslexia Correcting Facility
Impact BBDO Dubai	Fox	Sydney	Dyslexia Correcting Facility
Y&R Dubai	One Book for Peace	Interreligious Council of Bosnia and Herzegovina	One Book for Peace
King James Group	Make the Most of Every Month	Sanlam	Financial Services
Joe Public Pty Ltd	In her Shoes	Jet	Mother's Day

Grid Worldwide Branding (Pty) Ltd	Branding Enduring Value	Krugerrand	Krugerrand Bullion Coins
<b>DESIGN CRAFTS - WRITING</b>			
Shift Joe Public	Project Transport	One School At A Time	Project Transport
Shift Joe Public	Know Your Strength	Zazi	Zazi
Shift Joe Public	Here We Grow Great	Joe Public United	Manifesto
Impact BBDO Dubai	Happiness	Mercedes-Benz	Mercedes-Benz G Class
Impact BBDO Dubai	Ignorant	Mercedes-Benz	Mercedes-Benz G Class
Impact BBDO Dubai	Pilot	Mercedes-Benz	Mercedes-Benz G Class
DUKE Advertising (Pty) Ltd	Moonlighting Corporate Identity	Moonlighting	Brand
Y&R Dubai	One Book for Peace	Interreligious Council of Bosnia and Herzegovina	One Book for Peace
Switch Brand SA	Catholic Coffee Cups	33 Central at De La Salle Holy Cross College	33 Central at De La Salle Holy Cross College
King James Group	The Bostik Book of Unbelievable Beasities	Permo seal	Bostik
King James Group	Corporate Happiness	King James Group	Placebos
140 BBDO	I Get Paid for This	BBDO Cape Town	I Get Paid for This
<b>DESIGN FOR DIGITAL</b>			
The Jupiter Drawing Room, Cape Town	Personology Website	Mediclinic International	Mediclinic International Group Conference
Net#work BBDO	Vagina Varsity	SCA	Libresse Pantyliners
Grid Worldwide Branding (Pty) Ltd	The Disruption® Company	TBWA The Disruption® Company	TBWA The Disruption® Company
King James Group	Smart Invest	Sanlam Investments	Smart Invest
M&C Saatchi Abel	Stamps For Good	RocketSeed	Stamps For Good
FCB Cape Town	CANSA - Back to Normal	CANSA	CANSA
TBWAIRAAD	The Promoticon	Mc Donald's	Mc Donald's
Wunderman South Africa	#DoYourPart	Qhubeka	Qhubeka
Ogilvy Johannesburg	#SongsOfHumanity	Viacom	MTV Base
NATIVE VML	Fashion	HuffPost SA	HuffPost SA
NATIVE VML	Tech	HuffPost SA	HuffPost SA
NATIVE VML	Chocolate	HuffPost SA	HuffPost SA
Ogilvy Johannesburg	KFC Supertime Stories	KFC	KFC Family Bucket
Ogilvy Johannesburg	MTV #FCKHIV	Viacom	MTV
Bain & Bunkell	Knighthood	Sir Fruit	Fruit Juice
Publicis Machine	Red Bull Studios AlgoRhythm	Red Bull	Red Bull Studios Cape Town
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
Liquorice	#NameThemSaveThem	Distell - Amarula	Amarula
<b>DESIGN MIXED-MEDIA CAMPAIGN</b>			
Grid Worldwide Branding (Pty) Ltd	Meat made luxury	Marble	Open-flame dining
The Jupiter Drawing Room, Cape Town	Personology Campaign	Mediclinic International	Mediclinic International Group Conference
TBWA HuntLascaris Johannesburg	Beautiful Pathogens	Goodbye Malaria	Goodbye Malaria
Grid Worldwide Branding (Pty) Ltd	The Disruption® Company	TBWA The Disruption® Company	TBWA The Disruption® Company
Ogilvy Johannesburg	KFC Soundbite Chart - Design Mixed Media	KFC	KFC Sounbite
Publicis Machine	Red Bull Studios AlgoRhythm	Red Bull	Red Bull Studios Cape Town
<b>PUBLICATION DESIGN - WHOLE PUBLICATION</b>			
The Spanish Coalition	African Bazaar	African Bazaar	Spaza Goods
Hitchcock Michalski	Pioneering Spirit	ProvidusBank	Corporate Profile
Y&R Dubai	One Book for Peace	Interreligious Council of Bosnia and Herzegovina	One Book for Peace
140 BBDO	I Get Paid for This	BBDO Cape Town	I Get Paid for This
<b>THREE DIMENSIONAL &amp; ENVIRONMENTAL DESIGN - ARCHITECTURE</b>			
studioMAS Architects	City of Johannesburg Council Chamber	City of Johannesburg	City of Johannesburg Council Chamber
Rennie Scurr Adendorff Architects cc	CAPE OF GOOD HOPE SPCA	SPCA	New Animal Care Facility
Paragon Group	Sasol Place	Sasol	Corporate Office

THREE DIMENSIONAL & ENVIRONMENTAL DESIGN - INTERIOR DESIGN & TEMPORARY STRUCTURES			
Shift Joe Public	Mining Indaba Stand 2017	Anglo American	Mining Indaba Stand 2017
MullenLowe JHB	The Chill Room	Nestlé Professional	Nestlé Professional
Grid Worldwide Branding (Pty) Ltd	Thirst & Know	Liberty	Liberty Thirst & Know Bar
Office 24-7 Architecture	Experience Lab	Cradle of Humankind	Maropeng Exhibition
DesignVow	Spaces	Plascon	Concept Store
Xfacta	Student Living Re-Imagined	South Point	Student Accommodation
Studio Leelynch	Restoring an historic farm to reflect the contemporary renaissance of a brand	Krone MCC	Twee Jonge Gezellen Estate
Studio Leelynch	Firing up the growth of South African design and creativity through the Nando's values	Nando's	Nando's restaurants
The Hardy Boys	RCL Foods - Environment	RCL Foods	RCL Foods - Environment
Grid Worldwide Branding (Pty) Ltd	Branding Enduring Value	Krugerrand	Krugerrand Bullion Coins
THREE DIMENSIONAL & ENVIRONMENTAL DESIGN - PACKAGE & INDUSTRIAL DESIGN			
Bittersuite	Hipflask Sling	The Singleton	Limited Edition Gift Pack
Sunshine Gun	Nando's Grocery - Global Packaging VI	Nando's	Nando's PERi-PERi Sauces
Just Design	Explorer Series	Devil's Peak Brewing Company	Beer
King James II	Seeded Paper Vegetables	Food & Trees for Africa	Food & Trees for Africa
Whitespace Creative	Christoffel Hazenwinkel	Hazendal Wine Estate	Wine range
Whitespace Creative	De Vry Distillery	De Vry Distillery	Spirit Range
J Walter Thompson Cairo	Chidlets Live Episodes	Mondelez	Chidlets
Parsons Branding	The Smooth African Rum	Tapanga Rum	Tapanga Rum
TBWA Hunt Lascaris Durban	BeBop	TOPS at SPAR	BeBop Sound Booster/Wine Chiller
Parsons Branding	Disruptive Automotive	Topline Tools	Automotive Product Range
Publicis Machine	Martell Bird Cage	Pernod Ricard	Martell Cognac
Neighbourhood Creative	Bags O' Wags	Montego Pet Nutrition	Bags O' Wags
TBWA Hunt Lascaris Durban	Box Smart	TOPS at SPAR	Box Smart
Limbik	Fynbos Gin	Wilderer	Fynbos Gin
Brand Foundry	Mechanical Gin Butler	Hendrick's	Hendrick's Gin
Brandtree (Pty) Ltd	Delightful Pink	Musgrave Gin	Musgrave Pink Gin

## Loeries' 2017 Communication Design judges

- **Jury president: Pum Lefebure**, co-founder and CCO at Design Army, Washington D.C., USA
- **Regional judge:** Aimen Alwan, senior designer, Dubai, UAE
- Gaby de Abreu, co-founder and ECD at Switch, Johannesburg, South Africa
- Nathan Reddy, founder and CCO at GRID Worldwide, Johannesburg, South Africa
- Bronwen Rautenbach, co-founder and creative partner at Sunshinegun, Johannesburg, South Africa
- Collette Wasielewski, creative director at FCB, Johannesburg, South Africa
- Jenny Ehlers, ECD at King James, Cape Town, South Africa
- Simone Rossum, ECD at Shift Joe Public, Johannesburg, South Africa
- Vumile Mavumengwana, designer and creative director at VM DSGN, Johannesburg, South Africa
- Kassie Naidoo, consultant creative director, Johannesburg, South Africa
- Sindiso Nyoni, graphic artist at R!OT Art & Design, Johannesburg, South Africa
- Tsepo Makate, consultant designer, Johannesburg, South Africa
- Ndabo Langa, SAIA specialist at DGIT Architects, Durban, South Africa
- Page Waplington, IID specialist at Redesign Interiors, Durban, South Africa
- Denver Manickum, EXSA specialist at I-Cube, Durban, South Africa



#Loeries2017: Jury president jabber with Pum Lefebure

Leigh Andrews 2 Jun 2017



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Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 14 to 21 August 2017. Keep an eye on our [Loeries Creative Week Durban special section](#) for all the latest updates.

**For more:**

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

For more, visit: <https://www.bizcommunity.com>