

All the film finalists!

Finalists in the film categories have been announced for the Loeries 2018...

BRANDED CONTENT VIDEO - SERIES			
Agency / Entrant	Title	Brand	Product
TBWA Hunt Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Joburg Ballet
M&C Saatchi Abel	Episode 1: The Birth of a Tasty Hero	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
CREACHA, a Division of North Ridge Alliance	LearnSomethingNew - Hero Videos	WesBank	Consumer Education
King James Group	Sanlam Family Fortune	Sanlam	Sanlam Private Wealth
Ogilvy Johannesburg	The World's First Baby Marathon	Kimberly-Clark	Huggies
BRANDED CONTENT VIDEO - SINGLE			
TBWA/RAAD	#SheDrives	Nissan KSA	Institutional
The Rudeboy Collective	Imraan Christian	Brand South Africa	Brand South Africa
The Rudeboy Collective	Gemini	Brand South Africa	Brand South Africa
FCB Johannesburg	"Bheki the Mbhaco Maker"	South African Tourism	South African Tourism
Patriot Films	Repertoire	WAIF	WAIF Jewellery
VML South Africa (Pty) Ltd	Bronki Boosters	Cipla SA	Bronki Booster Trailer
Born	The Voice Of Experience	Standard Bank Angola	Banking/Finance
Direction Films (Pty) Ltd	AKA x RBK = Practice	Reebok	Reebok Classics
Ogilvy Cape Town	Raising Champions	AB InBev	Carling Black Label
FILM CRAFTS - ANIMATION			
FCB Durban & Tulips&Chimneys & blackginger	Snow	Cerebos	Cerebos Salt
Chocolate Tribe	Jony Ive Spoofed	Chicken Licken	Feed My Craving 10
We Are Batch Tv	The Diver	Batch	Animation, motion design and illustration services
M&C Saatchi Abel	Episode 1: The Birth of a Tasty Hero	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
M&C Saatchi Abel	Episode 2: The Darkest Night	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
M&C Saatchi Abel	Episode 3: The Midnight Moon	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
FILM CRAFTS - BEST USE OF LICENSED MUSIC			
TBWA Hunt Lascaris Johannesburg	Januworries	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg	Strike a Rock	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg	Africa Forever	Joburg Ballet	Joburg Ballet
Joe Public	SBU 2.0	Chicken Licken	Feed My Craving 10
King James II	Wellies	1st for Women	1st for Women
Grid Worldwide Branding (Pty) Ltd	#HopeJoanna	#HopeJoanna	#HopeJoanna
FILM CRAFTS - CINEMATOGRAPHY			
They Shoot Films	Icelandic Boy	Chicken Licken	Chicken Boerie Burger
TBWA Hunt Lascaris Johannesburg	Januworries	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg	Rain Must Fall	Joburg Ballet	Joburg Ballet
Bioscope Films / Bain & Bunkell	Be Indie	Indiefin	Life Insurance
Romance Films	SBU 2.0	Chicken Licken	Feed My Craving 10
The Star Film Co	Dream Bridge	Samsung	Electronics
0307 Films	Bird's Eye View	Nedbank	CIB
0307 Films	Outperform	Puma	Puma
egg films	One Source Live	Pernod Ricard South Africa	Absolut
Joe Public	Keep it 100	Keepit100	Keepit100
Impact BBDO Dubai	Greed	Landmark Group	Centrepont
FILM CRAFTS - DIRECTION			

J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
They Shoot Films	Icelandic Boy	Chicken Licken	Chicken Boerie Burger
TBWA Hunt Lascaris Johannesburg	Januworries	Joburg Ballet	Joburg Ballet
Bioscope Films / Bain & Bunkell	Be Indie	Indiefin	Life Insurance
Romance Films	SBU 2.0	Chicken Licken	Feed My Craving 10
Bioscope Films	Get It Back	AB InBev	Castle Milk Stout
FCB Cape Town	Boys TVC	Western Cape Government	Safely Home
DARLING FILMS (PTY) LTD	Gun Violence	Joburg Ballet	Joburg Ballet
DARLING FILMS (PTY) LTD	Africa Forever	Joburg Ballet	Joburg Ballet
Impact BBDO Dubai	Greed	Landmark Group	Centrepont
Impact BBDO Dubai	The Boy Nobody Could See	Landmark Group	Centrepont
FILM CRAFTS - EDITING			
The Rudeboy Collective	Imraan Chrsitian	Brand South Africa	Inspired by My Constitution
Net#work BBDO	Never Expire	Trace	Trace Mobile
Bioscope Films / Bain & Bunkell	Be Indie	Indiefin	Life Insurance
Deliverance Post	SBU 2.0	Chicken Licken	Feed My Craving 10
Bioscope Films	Get It Back	AB InBev	Castle Milk Stout
FILM CRAFTS - ORIGINAL MUSIC & SOUND DESIGN			
Net#work BBDO	Never Expire	Trace	Trace Mobile
TBWA Hunt Lascaris Johannesburg	Rain Must Fall	Joburg Ballet	Joburg Ballet
VML South Africa	Absolut One Source Live - Africa on Fire	Pernod Ricard South Africa	Absolut Vodka
Produce Sound	SBU 2.0	Chicken Licken	Feed My Craving 10
Patriot Films	Repertoire	WAIF	WAIF Jewellery
FCB Johannesburg	Woza Nazo Rivalry	Absa	Premiership
Ogilvy Cape Town	KFC World Cup	KFC	cob
FILM CRAFTS - PERFORMANCE			
They Shoot Films	Icelandic Boy	Chicken Licken	Chicken Boerie Burger
ROMANCE	My Dad	The South African National Sea Rescue Institute (NSRI)	NGO
TBWA Hunt Lascaris Johannesburg	Januworries	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg	Rain Must Fall	Joburg Ballet	Joburg Ballet
Romance Films	SBU 2.0	Chicken Licken	Feed My Craving 10
0307 Films	No Excuse	AB InBev	Carling Black Label
FCB Cape Town	16 Days of Activism	Western Cape Government	Safely Home
FILM CRAFTS - PRODUCTION DESIGN			
They Shoot Films	Icelandic Boy	Chicken Licken	Chicken Boerie Burger
TBWA Hunt Lascaris Johannesburg	Rain Must Fall	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg	Africa Forever	Joburg Ballet	Joburg Ballet
Bioscope Films / Bain & Bunkell	Be Indie	Indiefin	Life Insurance
Romance Films	SBU 2.0	Chicken Licken	Feed My Craving 10
The Bomb shelter	Bheki The Mbhaco Maker	South African Tourism	South African Tourism
The Bomb shelter	#HopeJoanna	Hope Joanna	Hope Joanna
King James II	The Great Escape	Econet Media	Kwesé
egg films	One Source Live	Pernod Ricard South Africa	Absolut
Plank Film Productions	Father's Share	Allan Gray	Long-Term Investing
FILM CRAFTS - SA NON-ENGLISH PERFORMANCE			
Plank Film Productions	Father's Share	Allan Gray	Long-Term Investing
FILM CRAFTS - SA NON-ENGLISH WRITING			
King James II	Father's Share	Allan Gray	Allan Gray
FILM CRAFTS - SPECIAL VISUAL EFFECTS			
Wicked Pixels	Mc Drop	MTN	Brand

King James II	The Great Escape	Econet Media	Kwesé
Bladeworks & Chocolate Tribe	Launch	Volkswagen	Polo
Bladeworks & Chocolate Tribe	Sbu 2.0	Chicken Licken	Hot Wings
FILM CRAFTS - WRITING			
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
FoxP2	The Reign of Ian	Ster-Kinekor	Ster-Kinekor Theaters
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	EMBRACEING THE STEREOTYPE	Saudi Telecom Company	Pre-paid
M&C Saatchi Abel	Episode 1: The Birth of a Tasty Hero	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
M&C Saatchi Abel	Episode 2: The Darkest Night	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
M&C Saatchi Abel	Episode 3: The Midnight Moon	ZANG Caffeinated Chocolate	ZANG Caffeinated Chocolate
Ogilvy South Africa (Pty) Ltd	Red Flashy Thingy	Volkswagen	Polo
King James II	Father's Share	Allan Gray	Allan Gray
Meow Meow Woof	High On You	H2The	"High On You" Single song
FCB Johannesburg	"Bheki the Mhaco Maker"	South African Tourism	South African Tourism
Ogilvy Johannesburg	The World's First Baby Marathon	Kimberly-Clark	Huggies
M&C Saatchi Abel	We can fix our S#*t	Nando's	Brand TVC
Impact BBDO Dubai	Greed	Landmark Group	Centrepont
INTERNET VIDEO - ABOVE 30S			
TBWAIRAAD	Kefa Spare Parts	AWR Arabian Automobiles	Nissan Genuine Parts / Service Center
Cerebra	Beat & Bounce	The Coca-Cola Company	Sprite
The Network Productions International	Universal Street Games	Toyota	Universal Street Games
McCann Worldgroup South Africa	Luggage	Comair	kulula.com
Up In The Sky NG	Closed - A Short Film	9Mobile (Previously Etisalat Nigeria)	Etisalat Prize for Literature
Bioscope Films / Bain & Bunkell	Be Indie	Indiefin	Life Insurance
Joe Public United	Jony Ive Sboofed	Chicken Licken	Feed My Craving 10
Freq'ncy Audio/Freq'ncy Music	Laurel or Yanny	Freq'ncy Audio/ Freq'ncy Music	Freq'ncy Audio/ Freq'ncy Muisic
Joe Public United	Get It Back	AB InBev	Castle Milk Stout
DDB	Shrink the Rainbow	Wrigley	Skittles
Net#work BBDO	Return to Chapman's Peak	Mercedes-Benz	S-Class
Futura	Forever First: Simidele Adeagbo	Nike	Sports Apparel
The Niche Guys	Candice	Unilever	Domestos
The Niche Guys	Minnie	Unilever	Domestos
The Niche Guys	Thembisa	Unilever	Domestos
FCB Cape Town	#Itcanwait	Western Cape Government	Safely Home
FCB Cape Town	Worlds Biggest Idiot	Western Cape Government	Safely Home
Hellocomputer & FCB Cape Town	5 questions to end bullying	Western Cape Government	Department of Education
Wunderman South Africa	#FarmSchooled	Playstation	Pure Farming
Grid Worldwide Branding (Pty) Ltd	#HopeJoanna	#HopeJoanna	#HopeJoanna
King James Group	Not That Newlands	AB InBev	Newlands Spring Brewery
MullenLowe	Spread the Love	Imbeko	Tutoring Language App
7 Films	Miles for Smiles	Cipla SA	Health Services
MullenLowe	The Desert	Men's Health	Men's Health Magazine
King James Group	Forest	Santam	Santam
King James Group	Haircut	Santam	Santam
King James Group	Birds	Santam	Santam
Chaeli Agency	Bet Chaeli Can't	The Chaeli Campaign	Charity
MullenLowe	Peanuts	Men's Health	Men's Health Magazine
MullenLowe	The Surgeon	Men's Health	Men's Health Magazine
MullenLowe	The Arrival	Men's Health	Men's Health Magazine
Protagonist Films	"The Fight for Freedom"	Aragon	aragon.one

FCB Johannesburg	Swiish	Absa	Card Usage
Ogilvy Johannesburg	Castle Game Day Table	AB InBev	Castle Lager
Ogilvy Johannesburg	Movember	AB InBev	Castle Tank Beer
Leo Burnett	BBF	Chemipal	Toiletry
Impact BBDO Dubai	The Boy Nobody Could See	Landmark Group	Centrepont
INTERNET VIDEO - UP TO 30S			
McCann Worldgroup South Africa	Cork	Comair	kulula.com
McCann Worldgroup South Africa	Cake	Comair	kulula.com
FoxP2	Doggy Style Techno	Be Wise Sterilise	Sterilisation Drive
Collective ID	Learning to walk again	SADD	SADD
M&C SAATCHI TEL AMV	The 3.5 Sec YOUTUBE Bumper Ads	Jaguar	Jaguar F-TYPE
MUSIC VIDEOS			
Ola Films	Biggest Curse	Original Swimming Party feat. Moonchild Sanelly	Biggest Curse
The Bomb shelter	Spirit	Kwesta	Single
The Bomb shelter	Clairvoyant	Nakhane Toure	Single
Meow Meow Woof	High On You	H2The	"High On You" Single song
Manifold Films	Game of Love	The Kiffness	Soul Safari (Album)
Giant Films	Particula	Major Lazer, DJ Maphorisa	Major Lazer, DJ Maphorisa
Arcade Content	Destiny	Cassper Nyovest	Music Video
Run Jump Fly Creations	December Streets - MAGIC	December Streets	Music Video
OTHER SCREENS			
Wicked Pixels	Dubai Frame - Future Zone	Dubai Municipality	Dubai Frame
Birthmark	Memory Makers	Promax BDA Africa	Promax Conference Opener
SA NON-ENGLISH FILM			
King James II	Father's Share	Allan Gray	Allan Gray
TV & CINEMA COMMERCIALS - ABOVE 90S			
Ogilvy Cape Town	My Dad	NSRI (National Sea Rescue Institute)	NSRI (National Sea Rescue Institute)
Joe Public United	SBU 2.0	Chicken Licken	Feed My Craving 10
The Odd Number (Pty) Ltd	Dala What You Must	Brand South Africa	Constitution Awareness
Joe Public	Icelandic Boy	Chicken Licken	Double Chick'n Boerie Burger
Grid Worldwide Branding (Pty) Ltd	The Helpers	FNB	FNB Sponsorship
Riverbed	Choices	Aware.Org	Alcohol responsibility and education
Ogilvy Cape Town	#NoExcuse	AB InBev	Carling Black Label
TV & CINEMA COMMERCIALS - UP TO 90S			
TBWAIRAAD	Bali	Emirates Group	Dnata Travel
TBWAIRAAD	London	Emirates Group	Dnata Travel
TBWAIRAAD	Phuket	Emirates Group	Dnata Travel
TBWAIRAAD	Munich	Emirates Group	Dnata Travel
FCB Durban	Snow	Cerebos	Cerebos Salt
34°	Gold Between Friends	Klipdrift	Klipdrift Brandy
J. Walter Thompson KSA	YOLO	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	FOMO	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	Selfie	Saudi Telecom Company	Pre-paid
J. Walter Thompson KSA	Foodie	Saudi Telecom Company	Pre-paid
FoxP2	The Reign of Ian	Ster-Kinekor	Ster-Kinekor Theaters
Net#work BBDO	Never Expire	Trace	Trace Mobile
Joe Public United	Heavy	Mahindra South Africa	Mahindra Pik Up
Bain & Bunkell	Remarkable Life	Citadel Wealth Management	Private Wealth Management
The Odd Number (Pty) Ltd	We're Not About That	Brand South Africa	Constitution Awareness
TBWA Hunt Lascaris Johannesburg	We're coming for you	Standard Bank	Sponsorship
1886 Advertising	Food Baby: Cooing	Steers	Mighty King Steer
Ogilvy Cape Town	Red Flashy Thingy	Volkswagen	Polo
King James II	The Great Escape	Econet Media	Kwesé
M&C Saatchi Abel	George	Dementia SA	Dementia SA
Ogilvy Johannesburg	Vodacom Youth Day	Vodacom	NXT LVL
M&C Saatchi Abel	Yolanda	Dementia SA	Dementia SA
Joe Public United	Birds Eye View	Nedbank	CIB

FCB Cape Town	16 Days of Activism	Western Cape Government	Safely Home
FCB Cape Town	Boys TVC	Western Cape Government	Safely Home
Joe Public	Keep it 100	Keepit100	Keepit100
Joe Public United	A Better Man	Edcon	Jet
Ogilvy Cape Town	Flute	News24	News24 Edge
Ogilvy Cape Town	21st Birthday	News24	News24 Edge
Black River FC	Single bed	OLX	OLX App
FoxP2	7 Year Warranty - Love	Hyundai	7 Year Warranty
FoxP2	7 Year Warranty Snip	Hyundai	7 Year Warranty
King James Group	Bright Idea	Sanlam	Financial products
DARLING FILMS (PTY) LTD	We can fix our s#*t	Nando's	Nandos
FCB Johannesburg	Woza Nazo Rivalry	Absa	Premiership
Ogilvy Cape Town	KFC World Cup	KFC	cob
King James Group	What Could Go Wrong	Santam	Santam
Halo Advertising Pty Ltd	CBA, The Bank for Interesting People	Commercial Bank of Africa (CBA)	Banking Solutions
Ogilvy Cape Town	Dinner	News24	News24 Edge
OFYT Marketing & Communications (Pty) Ltd	Forest Man	Prudential	Prudential Investment Managers
M&C Saatchi Abel	Perfect Time. Perfect Beer.	Windhoek	Windhoek Beer
Impact BBDO Dubai	Greed	Landmark Group	Centrepont
Impact BBDO Dubai	Chizza	KFC	KFC Chizza
Impact BBDO Dubai	Mountain Climber	Mars	Snickers
Ogilvy Cape Town	The Learner	Volkswagen	Volkswagen for Life.
TV TRAILERS & CONTENT PROMOS			
King James Group	2 Minute Shower Songs	Sanlam	2 Minute Shower Songs
T+W and SuperSport	Astar is born	SuperSport	Fifa World Cup
T+W and SuperSport	It Means Everything	SuperSport	Fifa World Cup
T+W and SuperSport	Agoal for Africa	SuperSport	Fifa World Cup
T+W and SuperSport	Men don't cry	SuperSport	Fifa World Cup
T+W and SuperSport	Sonny Bill F*cks Warner's wife	SuperSport	SuperSport
VML South Africa	Absolut One Source Live - Africa on Fire	Pernod Ricard South Africa	Absolut Vodka
Joe Public United	A Beautiful Mind	Cell C	Online Entertainment
Joe Public United	World War Z	Cell C	Online Entertainment
Joe Public United	Cloverfield	Cell C	Online entertainment

Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 16 to 19 August 2018. Keep an eye on our [Loeries Creative Week Durban](#) special section for all the latest updates.

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