

ALL THE LOERIE AWARDS DAY 2 WINNERS!

Winners in categories including Live Communication, Radio and Audio, PR and Media, and the Loeries Hall of Fame inductees were announced on the second day of Loeries Creative Week 2021.



This year, the Loeries announced its first-ever dual Hall of Fame inductees, Lorraine Smit and Melina McDonald, Darling Films' two executive producers. Introduced in 2008, the Hall of Fame recognises brand communicators who make outstanding contributions to the growth and well-being of the industry.

Earlier in the day Futures Strategist, John Sanei held a Loeries Creative Hour Live masterclass on leadership and building a purposeful future when the pillars have shifted. The day culminated with renowned comedians Lazola Gola and Kagiso KG Mokgadi taking to the stage in the first-ever Loeries Out Loud! Comedy Night in association with WPP.

Hundreds of brand communications industry professionals participated in the Loeries Cinematic Experience – a theatrical announcement of the Loerie Awards winners at Cavendish in Cape Town, Sandton in Johannesburg as well as at Gateway in Durban.

The following is the full list of winners from day two of the Lorie Awards:

Film Crafts						
Category	Prize	Agency	Brand	Product	Title	Country
Cinematography	Craft Certificate	Giant Films	GLO	Cellular	Street Football	South Africa
Cinematography	Craft Certificate	Bioscope Films	Volkswagen	T-Roc	Mandisa	South Africa
Direction	Craft Certificate	Bioscope Films	ACG Global	Brand Film	Make It Better	South Africa
Performance	Craft Certificate	Bioscope Films	ACG Global	Brand Film	Make It Better	South Africa
Music	Craft Certificate	Pressure Cooker Studios	Chicken Licken	Chicken Licken Feed My Craving	Chicken Licken 'They also crave it'	South Africa
Use of Technology	Craft Certificate	Joe Public	POWA (People Opposing Women Abuse)	Brand	The Abused News	South Africa
Cinematography	Craft Certificate	they	Momentum	The Power of Advice	Giant	South Africa
Production Design	Craft Certificate	they	Momentum	The Power of Advice	Giant	South Africa
Sound Design	Craft Certificate	CIRCUS!	Pepsi	Soft Drinks	Pepsi 2020	Mauritius
Performance	Craft Certificate	Carbon Films	KFC	BoxMeal	Run	South Africa
Best Use of Licenced Music	Craft Certificate	Joe Public United	Chicken Licken	Brand	Soulful Nation	South Africa
Production Design	Craft Certificate	ROMANCE	Kellogg's	Pringles	Space Return	South Africa
Direction	Craft Certificate	ROMANCE	Chicken Licken	Fast Food	They Also Crave It	South Africa
Animation	Craft Certificate	Chocolate Tribe	SHOWMAX	Showmax Pro	Game Changers	South Africa
Performance	Craft Certificate	The Star Film Company	Chicken Licken	Chicken	Soulful Nation	South Africa
Special Visual Effects	Craft Certificate	Wicked Pixels	Mbonga K	Whose it Gonna Be Music Video	Mbonga K 'Whose it gonna be'	South Africa
Music	Craft Certificate	FIELD	Sanlam	Insurance, Investments, Financial Planning	Caitlin - On Her Shoulders	South Africa
Direction	Craft Gold	Ola Films	Chicken Licken	Super Slider	Nyathi Rider	South Africa
Direction	Craft Gold	Massif Media (PTY) Ltd	Shelflife	Sneakers	Nike MMW	South Africa
Direction	Craft Gold	ROMANCE	Kellogg's	Pringles	Space Return	South Africa
Animation	Craft Gold	Chocolate Tribe	Chicken Licken	Hotwings	They Also Crave It	South Africa
Special Visual Effects	Craft Gold	Chocolate Tribe	Pringles	Pringles	Space Return	South Africa
Editing	Campaign Craft Certificate	Post Modern	Shelflife Clothing Franchise	Retail	Shelflife - Stussy X Nike	South Africa
Student						
Digital Media	Gold	The Open Window	Rooted (Own Brand)	Mobile Application	Rooted	South Africa
Online Film, Short Film & Music Videos	Gold	The Animation School (PTY) Ltd	The Animation School	Graduation Film	Mr & Mrs Mantis	South Africa
Online Film, Short Film & Music Videos	Gold	The Animation School (PTY) Ltd	The Animation School	Graduation Film	Don't Drop The Goose	South Africa
Online Film, Short Film & Music Videos	Silver	AFDA	Short Film	N/A	The Extraordinary Super-Now	South Africa
General Design	Silver	The Open Window	011 Creative Club	N.A	011 Creative Club	South Africa

Online Film, Short Film & Music Videos	Silver	The Open Window	Kung Pao	Short Animation	Kung Pao	South Africa
Online Film, Short Film & Music Videos	Silver	The Open Window	Onvermydelik	Short Film	Onvermydelik	South Africa
Package Design	Silver	IIE-Vega	Luna	Menstrual Cups	Luna	South Africa
Publication Design	Silver	University of Johannesburg	Islam	Book	A Peaceful Prayer	South Africa
Online Film, Short Film & Music Videos	Silver	The Animation School (PTY) Ltd	The Animation School	Graduation Film	R.I.P	South Africa
Digital Media	Silver	IIE-Vega	ZamBuk	ZamBuk	ZamBuk Commission	South Africa
Integrated Campaign	Silver	IIE-Vega	Premier FMCG	Lillet's	Flourish Campaign	South Africa
Integrated Campaign	Bronze	Stellenbosch Academy of Design and Photography	Spec Savers	Eye Tests	Picture Your Kids Future	South Africa
Digital Media	Bronze	Stellenbosch Academy of Design & Photography	Insight	Mobile App	Insight	South Africa
General Design	Bronze	The Open Window	N.A	zine	What would happen if we went a different route?	South Africa
Radio Commercials & Branded Content	Bronze	IIE-Vega	Aware.org	It Starts Today	Phuza Face - Zulu	South Africa
Online Film, Short Film & Music Videos	Bronze	The Open Window	Explorations of Femininity	Short Animation	Explorations of Femininity	South Africa
Publication Design	Bronze	Stellenbosch Academy of Design and Photography	ISTD	Coffee Table Book	The Migration of Stephen McGown	South Africa
General Design	Bronze	Stellenbosch Academy of Design and Photogrpahy	Stellenbosch University Botanical Gardens	Promotional	Multi-sensory Experience	South Africa
General Design	Bronze	Stellenbosch Academy of Design and Photogrpahy	Shoprite	Educational	Cardboard Library	South Africa
Radio Commercials & Branded Content	Bronze	IIE-Vega	Lift	Airline	Cancel Grandma	South Africa
Integrated Campaign	Bronze	The Creative Academy	Creative Academy	Virtual Activation on Mncraft	Mncraft: Virtual Campus Tour	South Africa
Radio Commercials & Branded Content	Bronze	AAA school of Advertising	Breathe.com	Anti-vape PSA	Breathe	South Africa
Package Design	Bronze	North-West University	Zwakala Brewery	Packaging Series	The Chronicles of the Rain Queen	South Africa
Publication Design	Bronze	University of Pretoria	Numbers From the Rainbow Nation	Zine	Numbers From the Rainbow Nation	South Africa
Print & Design Crafts - Illustration	Craft Certificate	Stellenbosch Academy of Design and Photography	Personal	Children's Picture Book	The Other Side of the Wall	South Africa
Television, Film & Video Crafts	Craft Certificate	AFDA	Short Film	N/A	The Extraordinary Super-Now	South Africa
Television, Film & Video Crafts	Craft Certificate	The Open Window	Onvermydelik	Short Film	Onvermydelik: Original Music	South Africa
Television, Film & Video Crafts	Craft Certificate	The Open Window	Onvermydelik	Screenplay	Onvermydelik: Original Screenplay	South Africa
Television, Film & Video Crafts	Craft Gold	AFDA	Short Film	N/A	The Extraordinary Super-Now	South Africa
Television, Film & Video Crafts	Craft Gold	The Open Window	Onvermydelik	Short Film	Onvermydelik: Cinematography	South Africa
Effective Creativity						
Effective Creativity	Gold	FP7 McCann MENAT	Mastercard	E-commerce Acquisition Campaign	Astronomical Sales	United Arab Emirates

Effective Creativity	Silver	Joe Public	Nedbank	Brand	Secrets	South Africa
Effective Creativity	Silver	FP7 McCann MENAT	Donner Sang Compter	Blood Donation Campaign	Blood Unity	United Arab Emirates
Effective Creativity	Bronze	Ogilvy South Africa	Volkswagen South Africa	Touareg	Touareg Sabbatical	South Africa
Effective Creativity	Bronze	FP7 McCann MENAT	Almosafer	Ramadan Campaign	As Far As We Go	United Arab Emirates
PR and Media Communication						
PR & Media Communication Campaign	Gold	Retroviral & Panther Punch	Kreepy Krauly	Kreepy Krauly	My Kreepy Teacher	South Africa
PR & Media Communication Campaign	Gold	Havas Middle East	adidas	swimwear	adidas Liquid Billboard	United Arab Emirates
PR & Media Communication Campaign	Silver	DUKE Advertising (Pty) Ltd	Little Green Beverage Company	Jive Cooledrink	Dala your Colour	South Africa
PR & Media Communication Campaign	Silver	King James Group	Sanlam	Sanlam	The Olympian	South Africa
PR & Media Communication Campaign	Silver	MullenLowe MENA FZ LLC & UAE Government Media Office	UAE Government Media Office	Emirates Mars Mission	Double Moon	United Arab Emirates
PR & Media Communication Campaign	Bronze	Joe Public	POWA (People Opposing Women Abuse)	Brand	The Abused News	South Africa
PR & Media Communication Campaign	Bronze	TBWA\RAAD and UAE Government Media Office	UAE Government Media Office	The United Arab Emirates immigration passport stamp	Martian Stamp	United Arab Emirates
PR & Media Communication Campaign	Bronze	MullenLowe MENA FZ LLC	Mobily	Service: Mobily e-Sports	ProtectSet	United Arab Emirates
PR & Media Communication Campaign	Bronze	FP7 McCann MENAT	Home Centre	Father's Day & Beyond	A Dad's Job	United Arab Emirates
Live Communications						
Live Events	Gold	King James Group	Sanlam	Sanlam	The Olympian	South Africa
Live Events	Silver	IMPACT BBDO	Baalbeck International Festival	Baalbeck International Festival 2020	#SoundOfResilience	Lebanon
Live Activations	Silver	Havas Middle East	adidas	swimwear	adidas Liquid Billboard	United Arab Emirates
Live Events	Bronze	Betika	BETIKA	BETTING	THE BETIKA CHRISTMAS MIRACLE	Kenya
Live Events	Bronze	TBWA\RAAD and UAE Government Media Office	UAE Government Media Office	Emirates Mars Mission	#FirstArabicCountdown	United Arab Emirates
Radio and Audio						
Radio Station Commercials	Bronze	TBWA\ Hunt Lascaris	City Lodge Hotel Group	WKND Special	Marital Bliss	South Africa
Radio Station Commercials	Bronze	M&C Saatchi Abel	Nando's	Nando's Grande Meals – Grande Hotpot & ¼ chicken or Grande Festa Fries & ¼ chicken	Salesman	South Africa
SA Non-English Radio Station Commercials	Gold	TBWA\ Hunt Lascaris South Africa	Nissan South Africa	Shwii by Nissan	Nqola yamalahle	South Africa
Radio Station Commercials	Campaign Gold	The Odd Number	Massdiscounters	Game	Hands Free	South Africa
Radio Station Commercials	Campaign Silver	Grey Africa / WPP Team Liquid	Distell	Savanna	5G	South Africa

SA Non-English Radio Station Commercials	Campaign Silver	Joe Public	Chicken Licken	Achaar	Gordon Ramsay	South Africa
Branded Content Radio & Audio	Campaign Bronze	DUKE Advertising (Pty) Ltd	Riscura Holdings South Africa (Pty) Ltd	Riscura	UPSHOT : PRE-LOVED	South Africa
SA Non-English Radio Station Commercials	Campaign Bronze	The Odd Number	Massdiscounters	Game	Sterring Sok'susa iDust	South Africa
SA Non-English Radio Station Commercials	Campaign Bronze	The Odd Number	Massdiscounters	Game	Ice Tropez	South Africa
SA Non-English Radio Station Commercials	Campaign Bronze	Joe Public United	Chicken Licken	Easybucks	Buns	South Africa
Radio Station Commercials	Campaign Bronze	Joe Public	Chicken Licken	Hotwings	Down in the Dumps	South Africa
Radio Station Commercials	Campaign Bronze	Ogilvy South Africa	KFC	KFC	SKIP THE 'UUH EH EH' PERSON IN THE QUEUE	South Africa
Radio Station Commercials	Campaign Bronze	Ogilvy South Africa	KFC	KFC ZINGER	THE CLIENT MUTES YOU	South Africa
Radio Crafts - Sound Design	Campaign Craft Gold	TBWA \Hunt Lascaris South Africa	Nissan South Africa	Shwii by Nissan	Nqola yamalahle	South Africa
Radio Crafts - Direction	Campaign Craft Gold	TBWA \Hunt Lascaris South Africa	Nissan South Africa	Shwii by Nissan	Nqola yamalahle	South Africa
Radio Crafts - Writing	Campaign Craft Gold	The Odd Number	Massdiscounters	Game	Sterring Sok'susa iDust	South Africa
Radio Crafts - SA Non-English Performance	Campaign Craft Gold	Joe Public	Chicken Licken	Easybucks	Buns	South Africa
Radio Crafts - Performance	Campaign Craft Gold	The Odd Number	Massdiscounters	Game	Hands Free	South Africa
Radio Crafts - Use of Technology	Campaign Craft Certificate	TBWA \Hunt Lascaris South Africa	Nissan South Africa	Shwii by Nissan	Nqola yamalahle	South Africa
Radio Crafts - Performance	Campaign Craft Certificate	The Odd Number	Massdiscounters	Game	Sterring Sok'susa iDust	South Africa
Radio Crafts - Writing	Campaign Craft Certificate	Joe Public	Chicken Licken	Hotwings	Down in the Dumps	South Africa
Radio Crafts - SA Non-English Writing	Campaign Craft Certificate	Joe Public	Chicken Licken	Achaar	Gordon Ramsay	South Africa
Radio Crafts - Writing	Campaign Craft Certificate	Joe Public United	Chicken Licken	Easybucks	Buns	South Africa
Radio Crafts - Writing	Campaign Craft Certificate	Joe Public	Chicken Licken	Achaar	Gordon Ramsay	South Africa
Integrated						
Integrated Campaign	Gold	TBWA \RAAD and UAE Government Media Office	UAE Government Media Office	Emirates Mars Mission	#FirstArabicCountdown	United Arab Emirates
Integrated Campaign	Silver	Joe Public, Riverbed, Liquorice & The MediaShop	Nedbank	Brand	The Anti-Advertising Advertising Campaign	South Africa
Integrated Campaign	Silver	Joe Public United	Chicken Licken	Super Slider	Nyathi Rider	South Africa
Integrated Campaign	Silver	Havas Middle East	adidas	swimwear	adidas Liquid Billboard	United Arab Emirates
Integrated Campaign	Bronze	TBWA \Hunt Lascaris South Africa & Grid Worldwide	MTN Group Brand and Marketing Communications	MTN Group	Wear it for me	South Africa

Integrated Campaign	Bronze	TBWAIRAAD	MAL.I	Women Virginity Testing Kit	Traditional Virginity Test - Campaign	United Arab Emirates
Integrated Campaign	Bronze	TBWAIRAAD	KFC Arabia	KFC	Shift+K+F+C	United Arab Emirates
Integrated Campaign	Bronze	King James Group	Pick n Pay	Don't Panic Buy	Don't Panic Buy	South Africa
Integrated Campaign	Bronze	Joe Public United	South African Breweries	Castle Milk Stout	Clan Beat	South Africa



MARKETING & MEDIA

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