

Day five winners and Boniswa Pezisa named Loeries Hall of Fame inductee



By [Evan-Lee Courie](#)

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The Awards announced on the final day of Loeries Creative Week 2020, Friday, 20 November, included Film; Film Crafts; Grand Prix; Agency of the Year Award and Regional Agency Group of the Year.



Preetesh Sewraj, Loeries CEO

"Even though it's our final night, it's not over just yet. Please keep the conversation going on social media. Please remember, the Loeries is always going to be there for you and this entire industry. We're here to support this industry and ensure that it thrives and grows." said Preetesh Sewraj, Loeries CEO, on the final awards night of Loeries Creative Week 2020.

"Look out for all the amazing initiatives that the Loeries is going to be involved in throughout 2021. And we look forward to having all of you to be part of that."

“ Thank you to everyone that's joined Loeries Creative Week 2020 and thank you to all of our sponsors who have supported us and especially to every one of you across Africa and the Middle East who has contributed to the Loeries in some way. ”

And the winners are...

In the **Effective Creativity** category in partnership with Sanlam, Gold Loerie goes to UN Women and Impact BBDO Dubai for The Bridal Uniform.

Film

- For Film - TV & Cinema Commercials - up to 90s a Gold Loerie goes to IKEA and Hanzo Films FZC for IKEA - The Book that Will Change Your Life.
- TV & Cinema Commercials - up to 90s a Gold Loerie goes to CANSA and HelloFCB+ for Don't Fear the Finger.
- TV & Cinema Commercials - up to 90s a Gold Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it.
- Online Film - above 30s a Gold Loerie goes to Corona and King James Group for Corona Street Surfers Film.
- Online Film - above 30s a Gold Loerie goes to Chicken Licken and Joe Public and Everyone's talking about it. Even Kentucky.
- Branded Content Film - Single a Gold Loerie goes to Nedbank and Joe Public for Secrets

Film Crafts

- Direction: a Craft Gold goes to Apsara Pearl and Hanzo Films FZC for Fatima and Shirley.
- Direction: a Craft Gold goes to Chicken Licken and Giant Films for Everybody's Talking About It.
- Cinematography: a Craft Gold goes to KFC and Ogilvy Cape Town for Feel the Heat.
- Cinematography: a Craft Gold goes to Al Futtain IKEA and Memac Ogilvy Dubai for Kings & Queens.
- Production Design: a Craft Gold goes to Chicken Licken and They Films & Joe Public for Thato the Time Traveller.
- Special Visual Effects: a Craft Gold goes to Chicken Licken and Sinister Studios & Joe Public for Thato the Time Traveller.
- Special Visual Effects: a Craft Gold goes to Etisalat and Impact BBDO for Freedom Unlimited.
- Best Use of Licenced Music: a Craft Gold goes to Emirates NBD and Dejavu for Secure Your Account.
- Performance: a Craft Gold goes to Apsara Pearl and Hanzo Films FZE for Fatima and Shirley.

2020 Hall of Fame inductee

The Loeries Hall of Fame was introduced in 2007 to recognise a lifetime of achievement and support of the creative industry, this years inductee to the prestigious hall of fame is... Boniswa Pezisa, Net#work BBDO's group chief executive.



"There's not a lot of people in the industry who genuinely like the industry, the work and the creative people. You can see Boniswa's heart in everything she does. She is a really worthy recipient of this accolade." says Fran Luckin, Loeries

chairperson.



"The advertising industry Hall of Fame, wow! At this moment, I'm truly grateful to God Almighty. To my ancestors, who dreamt a bigger dream than I would have ever dreamt for myself. For me to be inducted in this Hall of Fame is a miracle," says Pezisa.

She goes on to give thanks to all the partners at Network BBDO, "On your shoulders I stood and with your permission I served the industry that I love and the profession I so dearly belong to."

“ This Hall of Fame is bigger than anything I've ever dreamt. ”

"At this time of Covid-19, it is our time to actually stand up and shine again. We are the crazy ones who galvanise people. We inspire people. We motivate people. We change minds. We change perceptions. And this is the time for that"

"This is the time for us to market, to communicate and take Africa to the world. This amazing, young, youthful, beautiful continent that is creative, that has a cultural vibe like no other - it is the time for us to take it to the world and showcase to the world who we are and what we are made of"

“ It's our time to preach joy, to inspire the world to a better way of living and of doing things. ”

Grand Prix

- Out of Home - Ambient: a Grand Prix goes to First For Women and FoxP2 Advertising for the 16 Days Of Light Campaign.
- Art Direction: a Grand Prix goes to Novomed Allergy Clinic and Impact BBDO for Hidden Allergy Campaign.
- SA Non-English Radio Station Commercials: a Grand Prix goes to BBC Studios and The Odd Number for Kasi Sensei Campaign
- Film - Branded Content Film - Single a Grand Prix goes to Nedbank and Joe Public for Secrets.
- Integrated Campaign: a Grand Prix goes to Mastercard and FP7McCann for Astronomical Sales.

Agency of the Year and **Regional Agency Group of the Year** was awarded to Joe Public United.

Brand of The Year was awarded to Chicken Licken.

Here's a list of all the winners from today:

Special awards

2020 Hall of Fame
The Loeries Hall of Fame was introduced in 2007 to recognise a lifetime of achievement and support of the creative industry, this years inductee to the prestigious hall of fame is: Boniswa Pezisa, Group Chief Executive at Net#work BBDO
Grand Prix for 2020
For Out of Home - Ambient a Grand Prix goes to First For Women and FoxP2 Advertising for the 16 Days Of Light Campaign
For Print Crafts - Art direction a Grand Prix goes to Novomed Allergy Clinic and Impact BBDO for Hidden Allergy Campaign
For SA Non-English Radio Station Commercials a Grand Prix goes to BBC Studios and The Odd Number for Kasi Sensei Campaign
For Film - Branded Content Film - Single a Grand Prix goes to Nedbank and Joe Public for Secrets
For Integrated Campaign a Grand Prix goes to Mastercard and FP7McCann for Astronomical Sales
Brand of the Year
Chicken Licken
Agency of the year for 2020
Joe Public United
Regional Agency Group for 2020
Joe Public United

Effective Creativity
Bronze Loerie goes to The Coca Cola Company and FCB Africa for The Phonetic Can
Silver Loerie goes to Unilever Levant and TBWA\RAAD for OMO Tag
Gold Loerie goes to UN Women and Impact BBDO Dubai for The Bridal Uniform
Film - TV & Cinema Commercials - up to 90s
Bronze Loerie goes to Etisalat and Impact BBDO for Lucky or Not
A Campaign Bronze goes to Etisalat and Impact BBDO for the Switch TV Campaign
Silver Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it - "Lockdown"
Silver Loerie goes to Volkswagen and Ogilvy Cape Town for The Chase
Silver Loerie goes to Sanlam and King James Group for Whole New World
Gold Loerie goes to IKEA and Hanzo Films FZC for IKEA - The Book that Will Change Your Life
Gold Loerie goes to CANSA and HelloFCB+ for Don't Fear the Finger
Gold Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it
Film - Online Film - above 30s
Bronze Loerie goes to On and Butterfly Films for SUPERFRAU
Bronze Loerie goes to KFC and Ogilvy Cape Town for Feel the Heat
Bronze Loerie goes to Brand South Africa and The Odd Number for Fearless Youth
Bronze Loerie goes to Savanna and Grey Advertising / WPP Team Liquid for Savanna Jean: Survivor
Bronze Loerie goes to Standard Bank and Wunderman South Africa for Meet the Prince
Bronze Loerie goes to Apsara Pearl Group and Rapp for Shirley & Fatima
Bronze Loerie goes to Nike and Futura for Caster Semenya: Birthplace of Dreams
Bronze Loerie goes to Almosafer and FP7 Riyadh, FP7 McCann Dubai, Dejavu for As far as we go
Silver Loerie goes to SportsHosts and Intrepid Fox for Let's Go Together
Silver Loerie goes to Bose and Wunderman Thompson Dubai for Bose Dear Neighbor
Silver Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it - "Lockdown Edition 1
Silver Loerie goes to Hype Magazine & Tears Foundation and DARLING FILMS for #Blame No More
Silver Loerie goes to Emirates NBD and Dejavu for Secure Your Account
Silver Loerie goes to Netflix and Science & Sunshine for Suzie, do you copy?
Gold Loerie goes to Corona and King James Group for Corona Street Surfers Film
Gold Loerie goes to Chicken Licken and Joe Public and Everyone's talking about it. Even Kentucky.
Film - TV Trailers & Content Promos
Bronze Loerie goes to Showmax for Project Blue Book
Film - Branded Content Film - Single
Bronze Loerie goes to Volkswagen and Ogilvy Cape Town for Touareg Sabbatical
Bronze Loerie goes to Chicken Licken and Joe Public for Everyone's talking about it. Even TV news.
Gold Loerie goes to Nedbank and Joe Public for Secrets
Film - Branded Content Film - Series

Bronze Loerie goes to Joburg Ballet and TBWA Hunt Lascaris Johannesburg for In Rehearsal for Unbound
Film - Music Videos
Bronze Loerie goes to Toya Delazy and Egg Films for Funani
Bronze Loerie goes to Patoranking and Patriot Films for Open Fire
Film Crafts - Direction
Craft Certificate goes to Emirates NBD and Dejavu for Secure Your Account
Craft Certificate goes to Hype Magazine & Tears Foundation and DARLING FILMS for #Blame No More
Campaign Craft Certificate goes to City of Cape Town and HelloFCB+ for Boys do what men teach them
Craft Gold goes to Apsara Pearl and Hanzo Films FZC for Fatima and Shirley
Craft Gold goes to Chicken Licken and Giant Films for Everybody's Talking About It
Film Crafts - Cinematography
Craft Certificate goes to IKEA and Hanzo Films FZC for IKEA - The Book That Will Change Your Life
Craft Certificate goes to Hyundai and 0307 Films for The First Time
Craft Certificate goes to Consol and Bioscope Films for Perfectly Made For Each Other
Craft Certificate goes to Chicken Licken and They Films & Joe Public for Thato the Time Traveller
Craft Certificate goes to Apsara Pearl and Hanzo Films FZC for Fatima and Shirley
Craft Gold goes to KFC and Ogilvy Cape Town for Feel the Heat
Craft Gold goes to Al Futtaim IKEA and Memac Ogilvy Dubai for Kings & Queens
Film Crafts - Writing
Craft Certificate goes to KFC and Ogilvy Cape Town for Feel the Heat
Film Crafts - Production Design
Craft Certificate goes to Chicken Licken and Giant Films for Everybody's Talking About It
Craft Certificate goes to Etisalat and Impact BBDO for Switch TV, Meltdown
Craft Certificate goes to Al Futtaim IKEA and Memac Ogilvy Dubai for Kings & Queens
Craft Certificate goes to KFC and Ogilvy Johannesburg for KFC Nuggets: Whenever, Wherever.
Craft Gold goes to Chicken Licken and They Films & Joe Public for Thato the Time Traveller
Film Crafts - Animation
Craft Certificate goes to Mnet and Wicked Pixels for Channel O Rebrand
Film Crafts - Special Visual Effects
Craft Certificate goes to Hyundai and Wicked Pixels for The First Time
Craft Gold goes to Chicken Licken and Sinister Studios & Joe Public for Thato the Time Traveller
Craft Gold goes to Etisalat and Impact BBDO for Freedom Unlimited
Film Crafts - Editing
Craft Certificate goes to Sanlam Investments and Giant Films for A Whole New World
Craft Certificate goes to MTV Base and Fairchild Creative for Blaze The Trial
Film Crafts - Original Music & Sound Design
Craft Certificate goes to KFC and Ogilvy Johannesburg for KFC Nuggets: Whenever, Wherever.
Film Crafts - Best Use of Licenced Music
Craft Certificate goes to Telekom and 0307 Films for Cyber Mobbing
Craft Gold goes to Emirates NBD and Dejavu for Secure Your Account
Film Crafts - Performance
Craft Certificate goes to BMW Middle East and Serviceplan MEA for BMW Brothers
Craft Gold goes to Apsara Pearl and Hanzo Films FZE for Fatima and Shirley
Craft Gold goes to Hype Magazine & Tears Foundation and DARLING FILMS (PTY) LTD for #Blame No More

Congratulations to all the winners!

[via GIPHY](#)

In case you missed it:



#Loeries2020: Day one winners

Jessica Tennant 16 Nov 2020



#Loeries2020: Day two winners

Jessica Tennant 17 Nov 2020



#Loeries2020: Day three winners

Evan-Lee Courie 18 Nov 2020



#Loeries2020: Day four winners

Jessica Tennant 19 Nov 2020



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