

All the Friday night winners announced!

The Friday night winners of the 41st Annual Loerie Awards, which took place on 23 August 2019 at the Durban ICC, have been announced. Congratulations to all!



Calling the victors to their spoils. © Loeries.

The event, hosted by Donovan Goliath, recognised the best of brand communication and design across Africa and the Middle East in the Student, Out of Home, Print, Shared Value and Digital and Design categories. Special awards included the Marketing Leadership and Innovation Award as well as the Brand SA Young Creatives Award.

Across the six categories, 161 Loeries were awarded, including 2 Grands Prix, 20 Golds, 42 Silvers, 69 Bronzes, 6 Craft Golds and 22 Craft Certificates.

Grand Prix Loeries, the award given for the best work across the show, were awarded to:

- In the Design category, the architecture project 'Kleine Rijke' by David Krynauw, South Africa
- In Typography Design, Theatre Hours' 'Acting Identity' by TBWA\Istanbul

The Marketing Leadership & Innovation Award was presented to Andrea Quaye, vice president marketing at Anheuser-Busch InBev. "Over several years, it is clear that Andrea Quaye was personally involved in her brands' successes, and has been an active contributor to their market positions in South Africa," says Andrew Human, CEO of the Loeries. "She is a worthy recipient and outstanding example of the leadership, dedication, loyalty and commitment to a brand that is required to go beyond the ordinary."



#Loeries2019: Andrea Quaye wins the Marketing Leadership and Innovation Award!

Juanita Pienaar 23 Aug 2019



Simpfiwe Mnguni, graphic designer at Sunshinegun, and Gregory Leigh Booysen art director at King James Group received the Brand South Africa Young Creatives Award, which recognises the creative performance of individuals aged 27 or younger. Each winner receives a Gold Loerie and US\$5,000.

“It has been a 3-year partnership and each year we are inspired by the extent of young talent in the region,” said Sithembile Ntombela, general manager of marketing at Brand South Africa. “Their energy, attitude and passion for the industry again reached new heights and we salute Simphiwe and Gregory who, against tough competition, told the best stories this year.”

In the Student category, 6 Gold and 1 Craft Gold Loeries were awarded, with students from North-West University winning 2 Golds, Vega 2 Golds, AAA School of Advertising 1 Gold, Stellenbosch Academy of Design and Photography 1 Gold, and the Open Window 1 Craft Gold.

In partnership with the UN Women’s Unstereotype Alliance thought and action platform, the 2019 Student Facebook Challenge brief was to create a powerful mobile-first Stories ad campaign for the United Nations’ HeForShe campaign. The objective was to increase awareness and facilitate positive, visible change on gender equality. A Gold Loerie went to Vega School Johannesburg for ‘Know Her Name’ (Roger Dos Santos Xavier, Tshegofatso Kwele and Cara Brauckmann). A Bronze Loerie was awarded to Mandela University, Port Elizabeth, for ‘Changing the Conversation’ (Sibuyiselwe Nhlanguwini, Thembelihle Buthelezi and Mseki Ludwe Mkinase).



#Loeries2019: Facebook’s Aviv Weil on how upskilling the youth can impact the creative industry in a powerful way

Juanita Pienaar 23 Aug 2019



“We really wanted students to engage themselves on the issue of stereotyping,” said Anne Githuku-Shongwe, Representative at the United Nations Women South Africa Multi-Country Office. “If we can begin to impact on students moving into this creative industry that shapes how we believe men and women should be in society, if we can start changing every billboard that comes up, every ad consumers see and hear, imagine what that would do? Strong women and strong men, positive families. These are the images we want portrayed. And just one powerful ad can make such a difference.”



#Loeries2019: Check the stereotypes in your creativity

Leigh Andrews 23 Aug 2019



The 2019 Loeries awards were judged by over 140 regional and international industry leaders, including international jury presidents Nedal Ahmed, Tara McKenty, Ralf Heuel and Katja Thielen.

The final awards evening takes place on Saturday 24 August and more information on the Loeries can be found on loeries.com.

All the Friday night award winners

Filter by agency 

DESIGN			
AWARD	ENTRY COMPANY	BRAND	
Grand Prix	David Krynauw (Pty) Ltd	Kleine Rijke	VIEW
Grand Prix	TBWAREKLAMHIZMETLERI A.S.	Theatre Hours	VIEW
Campaign Gold	TBWAREKLAMHIZMETLERI A.S.	Theatre Hours	VIEW
Campaign Gold	Grid Worldwide	Saint	VIEW
Campaign Gold	Impact BBDO	28 Too Many	VIEW
Gold	King James Group	Siemens	VIEW
Campaign Silver	Bonisa Collection	Bonisa Collection	VIEW
Campaign Silver	Futura	Kaizer Chiefs Football Club	VIEW
Campaign Silver	Grid Worldwide	Saint	VIEW
Silver	Impact BBDO	28 Too Many	VIEW
Silver	Grid Worldwide	Saint	VIEW
Silver	Horizon FCB Dubai	Clorox	VIEW
Silver	BABYLONSTOREN	BABYLONSTOREN	VIEW
Silver	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Silver	TBWAI RAAD	Standard Chartered Bank	VIEW
Silver	dhk Architects	Norval Foundation	VIEW
Silver	Tsai Design Studio	Zip Zap Circus School	VIEW
Silver	Lulasclan	Mants'ho by Palesa Mkhubung	VIEW
Campaign Bronze	Parsons Branding	Belgotex	VIEW
Campaign Bronze	Parsons Branding	OK Drugs	VIEW
Campaign Bronze	Afri Modern	Afri Modern	VIEW
Campaign Bronze	Lulasclan	Lulasclan	VIEW
Campaign Bronze	Duke Advertising (Pty) Ltd	The Little Green Beverage Company	VIEW
Bronze	Grid Worldwide	Creative Circle	VIEW
Bronze	Superunion (Pty) LTD	SACAP	VIEW
Bronze	Switch	Kalideck Antalis	VIEW
Bronze	Black Africa Brand Consulting	Total	VIEW
Bronze	Sunshinegun	Sunshinegun	VIEW
Bronze	King James Group	King James	VIEW
Bronze	Mutant	Mutant	VIEW
Bronze	Grey Advertising Africa (Pty) Ltd	The Bowery	VIEW

Bronze	Bittersuite	Vergenoegd Löw: The Wine Estate	VIEW
Bronze	Sunshinegun	Antalis	VIEW
Bronze	Joe Public Connect	Jet	VIEW
Bronze	Slee & Co. Architects (Pty) Ltd	Hunting Lodge	VIEW
Bronze	Paragon Group	Interior Architecture	VIEW
Bronze	Woolworths VM	Woolworths	VIEW
Bronze	Havas Johannesburg	Take This Thread	VIEW
Bronze	Triple D Design	Sk8shades	VIEW
Campaign Craft Certificate	Impact BBDO	28 Too Many	VIEW
Craft Certificate	Grid Worldwide	Qatar Tourism Authority	VIEW
Craft Certificate	Grid Worldwide	Saint	VIEW
Craft Certificate	King James Group	Netflix	VIEW
DIGITAL COMMUNICATION			
Gold	King James Group	Sanlam	VIEW
Gold	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Gold	TBWA REKLAM HIZMETLERI A.S.	IKEA	VIEW
Silver	Ogilvy Johannesburg	Investec	VIEW
Silver	Ogilvy Johannesburg	Mondelez	VIEW
Silver	Impact BBDO	Twix	VIEW
Silver	VML South Africa (Pty) Ltd	Edgars	VIEW
Silver	Ogilvy Johannesburg	AB InBev - Castle Lager	VIEW
Silver	Joe Public Connect	GynaGuard	VIEW
Silver	MADE Agency	Cancer Dojo	VIEW
Silver	Impact BBDO	Twix	VIEW
Silver	Ogilvy Johannesburg	Mondelez	VIEW
Bronze	Rapp	Waitrose UAE	VIEW
Bronze	Joe Public United	Chicken Licken®	VIEW
Bronze	Ogilvy Cape Town	Schweppes - Coca-Cola	VIEW
Bronze	Ogilvy Johannesburg	KFC	VIEW
Bronze	Publicis	Mercedes-Benz	VIEW
Bronze	GTB	Ford	VIEW
Bronze	GTB	Ford	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	Datsun South Africa	VIEW
Bronze	TBWA\Hunt Lascaris Johannesburg	Standard Bank	VIEW
Bronze	Ogilvy Cape Town	Mondelez	VIEW
Craft Gold	Ogilvy Johannesburg	Investec	VIEW

Craft Certificate	King James Group	Sanlam	VIEW
Craft Certificate	TBWA\REKLAM\HIZMETLERI A.S.	Turkcell	VIEW
Craft Certificate	TBWA\Hunt Lascaris Johannesburg	Datsun South Africa	VIEW
Craft Certificate	VML South Africa (Pty) Ltd	Edgars	VIEW
OUT OF HOME			
Gold	Havas Johannesburg	Right 2 Read	VIEW
Gold	Impact BBDO	Berger Paints	VIEW
Gold	Impact BBDO	Waste Management Coalition	VIEW
Campaign Silver	VML South Africa (Pty) Ltd	Nando's	VIEW
Silver	FCB Joburg (Pty) Ltd	Toyota South Africa Motors (Pty) Ltd	VIEW
Silver	FCB Joburg (Pty) Ltd	Coca-Cola	VIEW
Silver	Ogilvy Cape Town	AbInBev	VIEW
Silver	TBWA\RAAD	Unilever Lebanon	VIEW
Campaign Bronze	M&C Saatchi Abel	Nando's	VIEW
Campaign Bronze	Grid Worldwide	Vote for a better SA	VIEW
Bronze	King James Group	Netflix	VIEW
Bronze	King James Group	Netflix	VIEW
Bronze	VML South Africa (Pty) Ltd	Cancer Dojo	VIEW
Bronze	Ogilvy Johannesburg	Philips & The Nelson Mandela Foundation	VIEW
Bronze	Horizon FCB Dubai	Clorox	VIEW
Bronze	Duke Advertising (Pty) Ltd	The Heart & Stroke Foundation South Africa	VIEW
Craft Gold	VML South Africa (Pty) Ltd	Cancer Dojo	VIEW
Craft Certificate	Impact BBDO	Berger Paints	VIEW
Craft Certificate	Impact BBDO	28 Too Many	VIEW
PRINT			
Campaign Gold	FoxP2 Advertising	National Geographic	VIEW
Campaign Gold	FoxP2 Advertising	BBL Security Products	VIEW
Campaign Silver	McCann1886	Cell C	VIEW
Campaign Silver	Ogilvy Cape Town	Volkswagen South Africa	VIEW
Campaign Silver	TBWA\REKLAM\HIZMETLERI A.S.	LAND ROVER	VIEW
Campaign Silver	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Silver	MullenLowe MENA	INFINITI	VIEW
Silver	FCB Durban	Independent Media	VIEW
Campaign Bronze	TBWA\Hunt Lascaris Johannesburg	City Lodge Hotel Group	VIEW
			VIEW
			VIEW
Campaign Bronze	MullenLowe MENA	Dulux	VIEW

Campaign Bronze	DDB	Commission for Gender Equality	VIEW
Campaign Bronze	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Campaign Bronze	Impact BBDO	Twix	VIEW
Campaign Bronze	Abnormal	Craft Homes	VIEW
Campaign Bronze	Promise	Ab InBev	VIEW
Bronze	Ogilvy Africa	The Coca-Cola Company	VIEW
Bronze	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Bronze	Joe Public	Chicken Licken	VIEW
Campaign Craft Gold	FoxP2 Advertising	BBL Security Products	VIEW
Craft Gold	TBW\A\RAAD	Standard Chartered Bank	VIEW
Craft Gold	Sunshine	Sanlam Private Wealth	VIEW
Campaign Craft Certificate	McCann1886	Cell C	VIEW
Campaign Craft Certificate	Joe Public	Assupol	VIEW
Campaign Craft Certificate	Joe Public	People Opposing Women Abuse (POWA)	VIEW
Craft Certificate	J. Walter Thompson KSA	Saudi Telecom Company	VIEW
Craft Certificate	Joe Public	Chicken Licken	VIEW
SHARED VALUE			
Campaign Gold	MKOPA	MKOPA	VIEW
Campaign Gold	Regency Foundation Networx	Old Mutual Alternative Investments	VIEW
Campaign Silver	Hoorah Digital Consultancy	WWF	VIEW
Campaign Bronze	Squad Digital	SAFARICOM	VIEW
Campaign Bronze	MultiChoice Africa	The MultiChoice Talent Factory	VIEW
STUDENT			
Campaign Gold	Vega	HeforShe	VIEW
Gold	AAA School of Advertising	Afrihost	VIEW
Gold	North-West University	Mengelmoes	VIEW
Gold	North-West University	Designware	VIEW
Gold	Vega	Fem	VIEW
Gold	Stellenbosch Academy of Design and Photography	Sugarbird Gin	VIEW
Campaign Silver	Vega	Woolworths	VIEW
Silver	AAA School of Advertising	Afrihost	VIEW
Silver	Vega	Volvo and Arrive Alive	VIEW
Silver	Stellenbosch Academy of Design And Photography	Ink Giraffe	VIEW
Silver	The Open Window	KIFFKAK	VIEW
Silver	AAA School of Advertising	National Geographic	VIEW
Silver	Stellenbosch Academy of Design And Photography	Who is X	VIEW

Silver	North-West University	Die Swart Boek Reeks	VIEW
Silver	The Open Window	Tahona Tequila	VIEW
Campaign Bronze	AAA School of Advertising	Lekker Vegan	VIEW
Campaign Bronze	Nelson Mandela University	United Nations Women	VIEW
Campaign Bronze	North-West University	Green Flag Trails	VIEW
Bronze	AFDA	AFDA The School of the Creative Economy	VIEW
Bronze	Stellenbosch Academy of Design & Photography	Down The Rabbit Hole	VIEW
Bronze	AAA School of Advertising	Afrihost	VIEW
Bronze	Stellenbosch Academy of Design And Photography	Rapid Umzinyath	VIEW
Bronze	The Open Window	Ashley Vieira	VIEW
Bronze	The Open Window	Frank Creative	VIEW
Bronze	AAA School of Advertising	National Geographic	VIEW
Bronze	AAA School of Advertising	National Geographic	VIEW
Bronze	AAA School of Advertising	The Life Aquatic, with Steve Zissou	VIEW
Bronze	Stellenbosch Academy of Design And Photography	Peter and the Wolf	VIEW
Bronze	University of Johannesburg	Gaia	VIEW
Bronze	University of Johannesburg	Just Water	VIEW
Bronze	The Open Window	GERHARDT VAN NIEKERK	VIEW
Bronze	The Open Window	Su-Mari Toua	VIEW
Bronze	Vega	Adidas	VIEW
Craft Gold	The Open Window	N.A	VIEW
Craft Certificate	North-West University	ATKV	VIEW
Craft Certificate	Stellenbosch Academy of Design & Photography	OnlyBitches Sleep	VIEW
Craft Certificate	Stellenbosch Academy	Ben's Lab	VIEW
Craft Certificate	North-West University	Die Swart Boek Reeks	VIEW
Craft Certificate	The Open Window	N.A	VIEW
Craft Certificate	The Open Window	N.A	VIEW
Craft Certificate	The Open Window	Rufus Home	VIEW

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