



ADL

Loeries Finalists: Africa & Middle East, Integrated Campaigns & more

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The **Loerie Awards** has updated its list of finalist finalists. The updated list below includes finalists announced on **Monday**.

AM03A: Africa & Middle East – Digital & Interactive Communication			
ENTRANT	TITLE	BRAND	PRODUCT
Dialogue Saatchi & Saatchi	SKY Girls	SKY	SKY Digital
Geometry Global Dubai	Tiger Co-Lab	Sirocco FZCO	Tiger Beer
Havas Worldwide Istanbul	Farewell Elizabet	Durex	Durex
Squad Digital	Video to SMS	Equity Bank Kenya	End of Year Message
Squad Digital	New Safaricom Kenya Website	Safaricom	Safaricom.co.ke
Squad Digital	Open Your Eyes Kenya	Safaricom	Safaricom.co.ke
AM10A: Africa & Middle East – Ubuntu Award			
ENTRANT	TITLE	BRAND	PRODUCT
JERICOHO ADVERTISING	SUNLIGHT RAY OF HOPE	Unilever	SUNLIGHT 2 IN 1
AM11A: Africa & Middle East – Integrated Campaigns			
ENTRANT	TITLE	BRAND	PRODUCT
BBDO EAST AFRICA	Twende Kazi	Tusker	Tusker Lager
DDB Lagos	Saka Ports	MTN	MTN Number Portability
IN1A: Digital & Interactive – Internet Advertising			
ENTRANT	TITLE	BRAND	PRODUCT
Aqua / Wunderman	Selfie Banner	MTN	Brand
Gloo Digital Design	MINI "The New Original" – Test Drive	MINI	The New Original
Gloo Digital Design	FNB League of Innovators	First National Bank	FNB League of Innovators
Ireland/Davenport	War Is Not A Game	The Ditsong National Museum of Military History	The War Museum
Lowe Cape Town	Better World, Guantanamo Bay	Independent Newspapers	Cape Times
Lowe Cape Town	Better World, Robben Island	Independent Newspapers	Cape Times
M&C Saatchi Abel	Heineken Dropped	Brandhouse Beverages	Heineken
Quirk Cape Town (Pty) Ltd	Hungry Lion Bigger Burger Banner	Hungry Lion	Double Big Boss Burger
Y&R South Africa	MEETING REMINDER	LAND ROVER	2014 DISCOVERY
IN1B: Digital & Interactive – Email marketing			
ENTRANT	TITLE	BRAND	PRODUCT
DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.	Wrigley	Skittles
Gloo Digital Design	PUMA Trac	PUMA	PUMA Trac
Ireland/Davenport	Confidential E-mail	Right2Know	Right2Know

Joe Public	Born To Run	Mercedes-Benz	Commercial Vehicles – Vans
MACHINE Agency	Naughty pics	Heat Magazine	Heat Magazine
MACHINE Agency	Proposal	Heat Magazine	Heat Magazine
MACHINE Agency	More Than Just Friends	Heat Magazine	Heat Magazine

IN1C: Digital & Interactive – Website

ENTRANT	TITLE	BRAND	PRODUCT
DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.	Wrigley	Skittles
Gloo Digital Design	SPUR “Kids portal”	SPUR Group	Kids Portal
Pier2Pier	Merchants Online	Merchants on Long	African Concept E-Store
Pier2Pier	C&C Milano	C&C Milano	International Textile E-Store
Quirk Cape Town (Pty) Ltd	Capitec Bank Website	Capitec Bank	Capitec Bank Website

IN1D: Digital & Interactive – Microsite

ENTRANT	TITLE	BRAND	PRODUCT
BNRY and Jupiter Drawing Room Johannesburg	Make Think Become Did	ABSA	ABSA Design Indaba Sponsorship
Connect Joe Public	Interactive Wall Garden	Yuppiechef	Eat for the Earth
Geometry Global (Pty)Ltd	Drymageddon	Revlon South Africa	Mitchum
Injozi	Ride Epic	Tracker	Ride Free
King James Group	Be Safe Out There	Santam	Insurance
King James Group	King Of Flavour	Brandhouse Beverages	Johnnie Walker
Liquorice	Extra Cold Music	South African Breweries	Castle Lite Website
Ogilvy & Mather Cape Town	Land of quattro®	Audi	Land of quattro®
Ogilvy & Mather Cape Town	What could be as thrilling as driving the New Golf R. In Sweden. On ice?	Volkswagen	Golf R
Ogilvy & Mather Johannesburg	Election Quiz	Comedy Central	Comedy Central
OgilvyOne	KFC Zinger Double Down	KFC	Zinger Double Down
Utopia	The Penguin Run	BirdLife South Africa	Save Our Seabirds Festival

IN1E: Digital & Interactive – Social Media

ENTRANT	TITLE	BRAND	PRODUCT
Aqua / Wunderman	Worlds longest share	MTN	Brand
Base2	Absa April Fools’ 2014	Absa Bank	Sponsorship
DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.	Wrigley	Skittles
DDB South Africa	Say Goodbye to Serious	Unilever	Wall’s Ice-cream
Havas Worldwide Johannesburg	The Great Debate	One Young World	One Young World
J. Walter Thompson Cape Town Pty Ltd.	Pass The Parcel	Kalahari.com	Kalahari.com
King James II	Pilgrimage	Metro FM	The 13th Metro FM Music Awards
Liquorice	The World’s Shortest CV	Sanlam	SanlamUP Graduate Recruitment
Liquorice	SA’s First Twitter Auction	Unilever	Magnum Pink and Black
Liquorice & Hardy Boys	#SkyDine	Unilever	Robertsons
M&C Saatchi Abel	The Street Store	The Haven Night Shelter on Napier	The Street Store
M&C Saatchi Abel	Heineken Dropped	Brandhouse Beverages	Heineken
Net#work BBDO	Secret Menu	Chicken Licken	Secret Menu
Quirk Cape Town (Pty) Ltd	Savanna Serenades	Savanna	Savanna
Saatchi & Saatchi South Africa	Project Trapped	PharmaDynamics	Efferlu C Immune Booster
Society, Atmosphere Communications	MWEB #Dinnercam	MWEB	MWEB Uncapped Wifi
The Jupiter Drawing Room (South Africa) Johannesburg	Make Think Did	Absa	Sponsorship
Thirtyfour	Beame Brings Back the Things You Love	Mix Telematics	Beame
Utopia	The Penguin Run	BirdLife South Africa	Save Our Seabirds Festival

ENTRANT	TITLE	BRAND	PRODUCT
Aqua / Wunderman	shAIR	MTN	Sponsorship
FCB South Africa (PTY) LTD	The Electric Kiss Project	Labello	Labello
Gloo Digital Design	PUMA Pixel Pong	PUMA	PUMA
Gloo Digital Design	MINILECTIX	MINI	MINILECTIX
Gloo Digital Design	SPUR "Activation Screen"	SPUR Group	SPUR "Activation Screen"
Gloo Digital Design	FNB ATM Switch	First National Bank	FNB ATM Switch
Hilltop Live Promotions	Manna aka Oppikoppi BeerDrone	Oppikoppi BeerDrone	BeerDrone
HKLM	Mining Matters	Anglo American	Mining Indaba
King James Group	Johnnie Walker Whisky Profiler	Johnnie Walker	Johnnie Walker
Liquorice	The World's First Twerk Activated Vending Machine	Castle Lite	X-Cold GP
Lowé Cross Colours	Thought for Food	Nestlé Professional	Nestlé Professional
Native Digital Agency (Pty) Ltd	Hollard Ascend	Hollard	Hollard Ascend
NATIVE VML	Chocnology	Nestlé	Kitkat
The Jupiter Drawing Room (South Africa) Cape Town	Lucky Pet Missing Cat App	Oceana Brands	Lucky Pet
The Jupiter Drawing Room (South Africa) Johannesburg	Make Think Did	Absa	Sponsorship

IN2A: Digital & Interactive – Mobile Advertising

ENTRANT	TITLE	BRAND	PRODUCT
Gloo Digital Design	MINI JCW	MINI	MINI JCW
M&C Saatchi Abel	World AIDS Day WiFi	MWEB	MWEB WiFi
Tequila Johannesburg Advertising	New spin on things	Appletiser	Appletiser Slender Can

IN2B: Digital & Interactive – Mobile Applications & Sites

ENTRANT	TITLE	BRAND	PRODUCT
24.com a Division of Media24	News24 Elections	News24	News24 Elections
Geometry Global (Pty)Ltd	Drymageddon	Revlon South Africa	Mitchum
Gloo Digital Design	BMW "Are you 2 enough?"	BMW	Are you 2 enough?
Gloo Digital Design	Castle Braai	South African Breweries	Castle Lager
Gloo Digital Design	PUMA Visar	PUMA	PUMA
Injozi	Ride Epic	Tracker	Ride Free
King James Group	King Of Flavour	Brandhouse	Johnnie Walker
NATIVE VML	bookly	Modjaji Books	bookly
Ogilvy & Mather Cape Town	What could be as thrilling as driving the New Golf R. In Sweden. On ice?	Volkswagen	Golf R
One Kingdom Creative Studio	Oju Africa App	Mi-Fone	Oju
Sea Monster Entertainment	Spur Tribe Colour Me 3D	Spur	Spur Tribe Colour Me 3D

IN3A: Digital Integrated Campaign

ENTRANT	TITLE	BRAND	PRODUCT
BNRY	Make Think Become Did	ABSA	ABSA Design Indaba Sponsorship
DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.	Wrigley	Skittles
Gloo Digital Design	Castle Braai	South African Breweries	Castle Lager
Gloo Digital Design	FNB League of Innovators	First National Bank	FNB League of Innovators
Gloo Digital Design	BMW "Are you 2 enough?"	BMW	Are you 2 enough?
King James Group	King Of Flavour	Brandhouse	Johnnie Walker
King James Group	Through the eyes of a child	Santam	Insurance
NATIVE VML	Chocnology	Nestlé	Kitkat
NATIVE VML	The Indie Channel	Jameson	Jameson Whiskey
NATIVE VML	bookly	Modjaji Books	bookly
NATIVE VML	Ke Yona	Nedbank	Ke Yona

Ogilvy & Mather Cape Town	What could be as thrilling as driving the New Golf R. In Sweden. On ice?	Volkswagen	Golf R
Saatchi & Saatchi South Africa	Project Trapped	PharmaDynamics	Efferflu C Immune Booster
Thirtyfour	Opening Lines	Exclusive Books	Exclusive Books
Utopia	The Penguin Run	BirdLife South Africa	Save Our Seabirds Festival

XA1A: Integrated Campaign

ENTRANT	TITLE	BRAND	PRODUCT
FCB South Africa (PTY) LTD	A rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola
Giant Films	Four Corners	Four Corners	Four Corners Feature Film
Ginkgo Agency	21 Icons South Africa	21 Icons South Africa	21 Icons South Africa
J. Walter Thompson Cape Town Pty Ltd.	Pass The Parcel	Kalahari.com	Kalahari.com
J. Walter Thompson Cape Town Pty Ltd.	Big Biscuits	Moir's	Moir's Biscuits
King James Group	Keep Walking South Africa	Brandhouse Beverages	Johnnie Walker
King James Group	Be Safe Out There	Santam	Santam
King James Group	Whopper Your Selfie	Burger King	The WHOPPER launch in Jozi
M&C Saatchi Abel	The Street Store	The Haven Night Shelter on Napier	The Street Store
NATIVE VML	The Indie Channel	Jameson	Jameson Whiskey
NATIVE VML	Ke Yona	Nedbank	Ke Yona
Ogilvy & Mather Cape Town	The Journey of Water	WWF	Water Conservation
Ogilvy & Mather Cape Town	The Most Indulgent Campaign In The Universe	Mondelez	Stimorol Sensations
Ogilvy & Mather Cape Town	Find the GoPro. Win the GoPro.	Omnico	GoPro Hero 3 +
Ogilvy & Mather Cape Town	The Campaign That Knows What's Coming	Volkswagen	Volkswagen Side Assist
Ogilvy Durban	It takes a village	Unilever	Flora Pro.Activ
Owenkessel Communications	One man's fight against every man's temptation	Indigenous Film Distribution	iNumber Number
Quirk Johannesburg	On The Spot	The Radio Advertising Bureau	RAB
Saatchi & Saatchi South Africa	Project Trapped	PharmaDynamics	Efferflu C Immune Booster
The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba – Spread the Word	Interactive Africa	Design Indaba
The Jupiter Drawing Room (South Africa) Johannesburg	Make Think Did	Absa	Sponsorship

XB1A: Ubuntu Award

ENTRANT	TITLE	BRAND	PRODUCT
140 BBDO	Exclusive S.E.E.D Library	Exclusive Books	Exclusive Books
Launch Factory	Vodafone Healthline by Launch Factory	Vodafone	Healthline
NATIVE VML	bookly	Modjaji Books	bookly
Ogilvy Public Relations South Africa	Faces of Hope	KFC South Africa	Add Hope
Y&R South Africa	Scrumptious Cookies	Khayelitsha Cookies	Scrumptious Cookies

YA1A: Student – TV, Cinema & Internet Commercials

ENTRANT	TITLE	BRAND	PRODUCT
AFDA The South African School of Motion Picture Medium and Live Performance	Companion	Ster Kinekor – Vision Mission	Companion
Red&Yellow School	Cowbells	First National Bank	First National Bank

YA1B: Student – Motion Graphics

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Bronte's Story	Bronte's Story	Bronte's Story Title Sequence
AFDA The South African School of Motion Picture Medium and Live Performance	Wegkruipertjie	Short Film – Animation	Wegkruipertjie
AFDA The South African School of Motion Picture Medium and Live Performance	Rift	Short Film	Rift
North-West University	Creep TV	Creep TV	Creep TV

North-West University	Ubuzu	Ubuzu	Ubuzu Font
The Open Window School of Visual Communication	JACK	JACK	JACK
The Open Window School of Visual Communication	MILE HIGH CLUB	MILE HIGH CLUB	MILE HIGH CLUB

YA2A: Student – Radio Commercials

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Post Office	Cape Times	Career Times
AAA School of Advertising JHB	Nando’s E-toll	Nando’s	Nando’s
AAA School of Advertising JHB	MTN – I’m a Hero – Pastor	MTN	MTN Mahala Airtime
AAA School of Advertising JHB	Lion Strike	Lion Matches	Lion Matches

YA3A: Student – Newspaper & Magazine Advertising

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising	Adam	Kruger Park	Kruger Park
AAA School of Advertising	Hansel and Gretel	Post-it	Post-it
AAA School of Advertising	Doll	Post-it	Post-it
AAA School of Advertising	Eve	Kruger Park	Kruger Park
AAA School of Advertising	Hef	Post-it	Post-it
AAA School of Advertising	Family	Disprin Headache Tablets	Disprin Headache Tablets
AAA School of Advertising Cape Town	Air Combat	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Early Morning Cheetah	Serengeti	Serengeti Balloon Safaris
AAA School of Advertising Cape Town	Submarine Attack	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Trench Warfare	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Fish Eagle	Serengeti	Serengeti Balloon Safaris
AAA School of Advertising Cape Town	Sandisk Telescope	Sandisk	Sandisk Safe Data Storage
AAA School of Advertising Cape Town	Disprin. Headache Surprise 1.	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Disprin. Headache Surprise 2.	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Disprin. Headache Surprise 3.	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Sandisk 2. Carousel Of The Mind.	Sandisk	Sandisk Safe Data Storage
AAA School of Advertising Cape Town	Sandisk 3. Sand Through An Hourglass..	Sandisk	Sandisk Safe Data Storage
AAA School of Advertising Cape Town	Sandisk Octopus	Sandisk	Sandisk Safe Data Storage
AAA School of Advertising Cape Town	Sandisk1. A Rampant Wildfire	Sandisk	Sandisk Safe Data Storage
AAA School of Advertising Cape Town	Clown	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Soft Serve	Comfort	Comfort Pure Concentrated Fabric Conditioner
AAA School of Advertising Cape Town	DRB	Eno Fruit Salt	Eno Fruit Salt; Orange Flavour
AAA School of Advertising Cape Town	Pantomime Legs	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Party Tricks	Disprin	Disprin Extra Strength
AAA School of Advertising Cape Town	Blender	Sandisk	Secure Data Storage
AAA School of Advertising Cape Town	Grinder	Sandisk	Secure Data Storage
AAA School of Advertising JHB	Equal Playing Field – Coloured	Scrabble	Scrabble
AAA School of Advertising JHB	Equal Playing Field – Doctor	Scrabble	Scrabble
Red&Yellow	Plug Bomb	Exclusive Books	DIY Books
Red&Yellow	Wooden Lock	Sadolin	Wood Protection
Red&Yellow School	Pestered Pets: Missy	Toys R Us	Toys R Us
Red&Yellow School	Pestered Pets: Gunther	Toys R Us	Toys R Us
Red&Yellow School	Myths & Legends: Fountain	Cape Town Tourism	Table Mountain Cable Way
Red&Yellow School	Casino	Casteel De Goede Hoop	Casteel De Goede Hoop
Red&Yellow School	Foreign Attractions: Paris	Robben Island	Robben Island Tours
Red&Yellow School	Foreign Attractions: Sydney	Robben Island	Robben Island Tours
Red&Yellow School	Foreign Attractions: New York	Robben Island	Robben Island Tours

Red&Yellow School	Myths & Legends: Unicorn	Cape Town Tourism	Table Mountain Cable Way
Stellenbosch Academy of Design and Photography	Low Fat: Geisha	Roka Chinese Instant Noodles	Roka Chinese Instant Noodles = Low Fat 2
Stellenbosch Academy of Design and Photography	Correction Tape	Tipp-Ex	Tipp-Ex
Stellenbosch Academy of Design and Photography	Low Fat : Sumo	Roka Chinese Instant Noodles	Roka Chinese Instant Noodles, Regular or Low fat
VEGA	Kisses Mamps	NetFlorist	NetFlorist.co.za
VEGA	Pit Bull	NetFlorist	NetFlorist.co.za
Vega School of Brand Leadership	Love Big Z	Netflorist	Netflorist
Vega School of Brand Leadership	Frodo	Act 2 Popcorn	Act 2 Popcorn
Vega School of Brand Leadership	Under the Sea	Unilever	Domestos – Save our Seas

YA3B: Student – Posters

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Pictured Thoughts	Personal	Posters on the creative thought process
AAA School of Advertising Cape Town	The Dreamatorium	Sleep Cycle	Infographic on Dreaming
AAA School of Advertising JHB	Zumba	Virgin Active	Virgin Active Zumba Classes
Cape Peninsula University of Technology	Struggle and Never Succeed	Nicro	Infographics
Cape Peninsula University of Technology	They Cry for More	Nicro	Infographics
Red &Yellow School	The Body Shop Effect: Lipstick	The Body Shop	Colour Crush Lipstick
Red &Yellow School	The Body Shop Effect: Drops of Youth	The Body Shop	Drops of Youth
Red &Yellow School	The Body Shop Effect: Shea Body Butter	The Body Shop	Shea Body Butter
Stellenbosch Academy of Design and Photography	Groomed to Serve	The Private Hotel School	The Private Hotel School
Stellenbosch Academy of Design and Photography	Groomed to Serve	The Private Hotel School	The Private Hotel School
Stellenbosch Academy of Design and Photography	Read The Classics	Exclusive Books	Exclusive Books

YA3C: Student – Outdoor, Collateral & Alternative Media

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Poppable Billboard	Beacon	All-Sorts
Stellenbosch Academy of Design and Photography	Rescue Horses	SPCA	SPCA Rescue Horses
Stellenbosch Academy of Design and Photography	Spike it Gel	L’Oreal	L’Oreal Hair Gel
The Open Window School of Visual Communication	Know-It-Wall	Know-It-Wall	Know-It-Wall
Vega School of Brand Leadership	Take a Ticket	Organ Donor Foundation	Social Awareness

YA4A: Student – Logos and Identity Programmes

ENTRANT	TITLE	BRAND	PRODUCT
North-West University	MK Fokken Dans	MK	MK Social
Red&Yellow School	The Breadline Eatery	The Breadline Eatery	Restaurant/ Café
Stellenbosch Academy	Snowy Owl	Snowy Owl	Snowy Owl

YA4B: Student – Collateral Design

ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Almanac of Extremely Average Animals	National Geographic	2014 Diary/Almanac
AAA School of Advertising Cape Town	Folk Tales	South African Post Office	Stamps for South African Folk Tales
North-West University	MK Social: Nooit alleen nie	MK	MK Social
North-West University	Whet your mettle	Victorinox	Swiss Army Knife
Red&Yellow School	Real Men Just Drive	Rent-a-Wreck	Rent-a-Wreck car hire
Stellenbosch Academy of Design and Photography	Excuse My French	Direct Mail	Direct Mail

Stellenbosch Academy of Design and Photography			
YA4C: Student – Architecture, Interior Design & Environmental Graphics			
ENTRANT	TITLE	BRAND	PRODUCT
greenside design center college of design	Fishbone Rocking Chair	Fishbone Rocking Chair	Fishbone Rocking Chair
YA4D: Student – Publication Design			
ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Inglourious Basterds	Inglourious Basterds Universal	Character Profile
AAA School of Advertising Cape Town	Wright Magazine	Wright Magazine	Wright Magazine
North-West University	Food for thought	Food for thought	Food for thought
Red&Yellow School	Type Wars	Linotype	Linotype brochure
The Open Window School of Visual Communication	GRID Magazine	n/a	GRID
Vega School of Brand Leadership	A type of anatomy	ISTD	A type of anatomy
YA4E: Student – Package Design			
ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Folklore Packaging	Folklore	Folklore Packaging
North-West University	Bhuti Craft Beer	Bhuti Craft Beer	Bhuti Craft Beer
North-West University	Larney	Larney	Larney
North-West University	Born and Bread	Born and Bread	Born and Bread
Red&Yellow School	Brave and Curious	Timberland	Brave and Curious
Stellenbosch Academy of Design and Photography	Tom-O-Bot	Tomy Shoes	Tomy Shoes
Stellenbosch Academy of Design and Photography	VANS Versatile	VANS Shoes	VANS Shoes
Stellenbosch Academy of Design and Photography	Kettlebells	Supplements SA	Supplements SA
YA5A: Student – Digital & Interactive Communication			
ENTRANT	TITLE	BRAND	PRODUCT
AAA School of Advertising Cape Town	Recollection	Recollection	Recollection Online Hospice Store
greenside design center college of design	Digital Mom	Digital Mom	Digital Mom
North-West University	GoodFood Kids	BBC GoodFood	BBC GoodFood Kids
The Open Window School of Visual Communication	Bohea Tea Remote Application	Bohea Tea	Bohea Tea Remote Application
YA6A: Student – Integrated Campaign			
No finalists for this category			

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