

# All the Live Events, Activations, Sponsorships, PR and Media Communication finalists!

Finalists have been announced in the Loeries' Live Events, Activations, Sponsorships, PR and Media Communication categories.

## Live events, activations and sponsorship finalists

LIVE ACTIVATIONS			
Agency / Entrant	Title	Brand	Product
Impact BBDO Dubai	Traffic Jam	Pepsico	7Up
140 BBDO	Dunkin' Sooner	Dunkin' Donuts	Dunkin' Donuts
M&C Saatchi Abel	Chainsaw Chop	10x Investments	Retirement Annuity
Shane Vermooten	Bypass Mobile Theatre	Bypass Movie	Bypass Movie
LIVE CRAFTS			
Wondermerk Studios (Pty) Ltd	Mercedes-Benz Fashion Week Joburg	African Fashion International	Motion Graphic Design
140 BBDO	The DDPD	Dunkin' Donuts	Dunkin' Donuts
Levergy	Bowling Lab	Audi	Audi Sport
Ogilvy Johannesburg	Halloween Night Run	MultiChoice DStv	DStv
Shane Vermooten	Bypass Mobile Theatre	Bypass Movie	Bypass Movie
Lucan Visuals	Three Ships Projection Mapping	Distell	Three Ships Whisky
LIVE EVENTS			
King James II	The Saxonwold Shebeen	Twin Peak Projects	Twin Peak Projects
icandi CQ (Pty) Ltd	#MoreThanData	Investec	Staff launch
Ogilvy Johannesburg	Halloween Night Run	MultiChoice DStv	DStv
Ogilvy Cape Town	Kickstarz	Metropolitan	Financial education
King James Group	Every 1 Counts	Sanlam	Financial Services
M&C Saatchi Abel	#SHAPEYOURCITY	Heineken	Heineken
Net#work BBDO	smarthub	Mercedes-Benz	smart
Witch & Wizard	Nike women Live	Nike africa	Nike Womens Training
Mama Creative	The Shabbat Project	Office of the Chief Rabbi of South Africa	The Shabbat Project
Lucan Visuals	Three Ships Projection Mapping	Distell	Three Ships Whisky
Witch & Wizard	Air max Day 2017	Nike Africa	Nike Air Max
LIVE EVENTS - SPONSORSHIP			
BrightRock (Pty) Ltd	BrightRock WP Sponsorship	BrightRock	BrightRock
King James Group	Well-made in Africa	Sanlam	Financial Services
JCDecaux	Ultra South Africa Samsung	Samsung	Galaxy Experience
Leo Burnett	Samsung Gaming Marathon	Samsung	sponsorship

## PR and media communication campaign finalists

PR & MEDIA COMMUNICATION CAMPAIGN			
Agency / Entrant	Title	Brand	Product
Impact BBDO Dubai	#ShopLess	BRF	Sadia Frozen Foods
OnPoint PR	Nedbank Newsroom	Nedbank	Nedbank Newsroom
OnPoint PR	Design Indaba	Nedbank	Design Indaba
OnPoint PR	Ke Yona Ring Of Steel	Nedbank	Ke Yona Ring Of Steel
FleishmanHillard	Beautiful X Power	Nike South Africa	The first Nike female-only all-black leather shoe collection
Impact BBDO Dubai	Traffic Jam	Pepsico	7Up
Grey Advertising Africa (Pty) Ltd	Dog Fight	NSPCA	NSPCA Special Investigations Unit
Impact BBDO Dubai	Switched On	Pepsico	7Up
Halo Advertising Pty Ltd	More Music You Love	Jacaranda FM	Radio Station

Ogilvy Cape Town	#untaggable	Audi SA	Audi Brand
TBW\IRAAD	Camelpower	Nissan	Automotive
TBW\IRAAD	Unleashed	Infiniti	Automotive
OGILVY & MATHER AFRICA	The World's Most Eligible Bachelor	Ol Pejeta Conservancy	Ol Pejeta Conservancy
J. Walter Thompson KSA	Unveil	Saudi Telecom Company	Coverage
Young & Rubicam	OP45.2	Operation Smile	#OP45.2
Ogilvy Johannesburg	Halloween Night Run	MultiChoice DStv	DStv
Ogilvy Cape Town	Skip Fashion Exchange 2016	Unilever	Skip
Levergy	Feel the Fire	New Balance	Proteas replica merchandise
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	KFC Sounbite
Ogilvy Cape Town	The Slave Calendar	Iziko Museums of South Africa	Iziko Slave Lodge Museum
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
Ogilvy Johannesburg	MTV#FCKHIV	Viacom	MTV
J.Walter Thompson Casablanca	Flawlessness	enti.ma	Fashion and lifestyle online magazine
Epic MSL Group (PTY) Ltd	Dunkin' Donuts give South Africans the power to get their taste of Dunkin' sooner	Dunkin' Donuts	Donuts, coffee and savoury goods
M&C Saatchi Abel	Reconciliation Table	Nando's	Nando's
The Niche Guys	World Toilet Day 2016	Unilever	Domestos
NATIVE VML	ABSOLUT ONE SOURCE CAMPAIGN	ABSOLUT	ABSOLUT VODKA
Retroviral	#ElectionBurger	RocoMamas	Election Burger Limited Edition
Leo Burnett	Valentine's adults meal	Burger king	Burger king meal
Leo Burnett	Sufganiking	Burger king	whopper
Memac Ogilvy Dubai	Potatoes On Mars	International Potato Center	Potatoes On Mars

## Loeries' Live Events, Activations and Sponsorships and PR and Media Communication judges

- **Jury president: Caroline Pretorius**, ECD at VWV Group, Johannesburg, South Africa
- Juliet Honey, creative director at Net#Work BBDO, Johannesburg, South Africa
- Tiziana Tucci, ECD at Mela Events, Johannesburg, South Africa
- Audrey Lummis, head of events and activations at FCB, Johannesburg, South Africa

*Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 14 to 21 August 2017. Keep an eye on our [Loeries Creative Week Durban special section](#) for all the latest updates.*

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