

All the Integrated Campaign finalists!

Finalists have been announced in the Loeries' Integrated Campaign category, which is sponsored by AB In-Bev.

INTEGRATED CAMPAIGN			
Agency / Entrant	Title	Brand	Product
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Vagina Varsity	SCA	Libresse Pantyliners
King James II	The Saxonwold Shebeen	Twin Peak Projects	Twin Peak Projects
King James II	Pa Rum Pum Pum Pum	Pick n Pay	Christmas
Ogilvy Cape Town	Technically	Volkswagen South Africa	Volkswagen Genuine Parts
TBWAIRAAD	Camelpower	Nissan	Automotive
OGILVY & MATHER AFRICA	The World's Most Eligible Bachelor	O! Pejeta Conservancy	O! Pejeta Conservancy
Joe Public Pty Ltd	A Moment For Mom	Jet	Babyfair
Y&R Dubai	One Book for Peace	Interreligious Council of Bosnia and Herzegovina	One Book for Peace
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	KFC Soundbite
Joe Public Pty Ltd	See Money Differently	Nedbank	Brand
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	KFC Family Bucket
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
Joe Public Pty Ltd	In her Shoes	Jet	Mother's Day
J. Walter Thompson	The Campaign That Never Saw The Light	Saudi Telecom Company	Coverage
King James Group	The Perfect Life Integrated	Glacier by Sanlam	Glacier by Sanlam
J. Walter Thompson	Unveil	Saudi Telecom Company	Coverage
King James Group	Uk'Shona Kwelanga	Sanlam	My Choice Funeral Plan
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
Wunderman South Africa	There's a show for that	ShowMax	ShowMax
King James Group	Settle	Sanlam	Brand
Mama Creative	The Shabbat Project	Office of the Chief Rabbi of South Africa	The Shabbat Project
Hellocomputer, Johannesburg	#INTERNETAPPROVED	Toyota	C-HR
NATIVE VML	ABSOLUT ONE SOURCE CAMPAIGN	ABSOLUT	ABSOLUT VODKA

Loeries' Integrated Campaign judges

- **Regional judge: Daniel Correa**, creative director at Impact BBDO, Dubai, UAE
- Steve Babaeko, CEO/CCO at X3M Ideas, Lagos, Nigeria
- Ahmed Tilly, CCO at FCB Johannesburg, South Africa
- Pete Case, CCO at Ogilvy, Cape Town, South Africa
- Peter Khoury, CCO at TBWA, Johannesburg, South Africa
- Kirk Gainsford, ECD at Mullen Lowe, Cape Town, South Africa
- Fran Luckin, ECD at Grey, Johannesburg, South Africa*
- Neo Mashigo, ECD at M&C Saatchi, Cape Town, South Africa
- Sbu Sitole, co-founder and CCO at The Odd Number, Johannesburg, South Africa*
- Graham Lang, CCO at Y&R South Africa and Africa, Cape Town, South Africa*

**Also on Craft panel*

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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