

# Loeries 2014: All the winners (Saturday)

The 36th ceremony that annually awards SA's finest creative advertising was held at Cape Town's CTICC on 20 September 2014.



A noticeable camaraderie and mutual respect was evident, with all work being applauded, not only that of the winning agency concerned. Maybe everyone realises that apart from sheer talent, how much hard work, technical skill and good management is required to bring award winning work to fruition nowadays.

Speaking at DSTV Seminar of Creativity earlier in the week Stephen Doyle from [www.doylepartners.com](http://www.doylepartners.com) in NYC, had remarked that the standard of Communication Design of which he was a judge, was impressive and that there was much of the work that he wished he had done himself.

The industry as a whole can be proud of their achievements, not least of all because so much of the work is devoted to enhancing and facilitating not only business, but also worthy causes in our region.

A total of 142 trophies were handed out, three of which were Grands Prix - awarded to Anti Est and Grid Worldwide Branding for "#Unlearn", in Design Mixed-Media Campaign; Mi-Fone and One Kingdom Creative Studio for "Oju Africa App", in Digital & Interactive - Mobile Applications & Sites; and Coca-Cola South Africa and FCB South Africa for "A rainbow for the Rainbow Nation", in Outdoor Media. 16 Gold Awards and nine Craft Gold Awards were handed out. Of these, four Student Gold and three Student Craft gold were awarded.

The awards were judged by over 140 local and international experts in their fields, including three international jury chairman from San Francisco, Melbourne, New York City, as well as regional judges from Accra, Dar es Salaam and Nairobi.

Winners in the following categories were announced at Saturday night's award ceremony:

Student Awards; Print Communication & The Times Newspaper Award; Outdoor & Collateral; Ambient, In-Store, Alternative Media, Direct Mail & Field Marketing & the ADreach Street-Pole Award; Communication Design & the Antalis Creative Use of paper Award; Digital & Interactive Communication; and the Unilever Ubuntu Award for Sustainable Marketing.

Prize	Category	Brand	Product	Entry Agency	Title
Silver	Brand Identity & Collateral Design - Logos	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Silver	Brand Identity & Collateral Design - Logos	5 and 10	Architectural Rendering Services	Boomtown	Between 5 and 10
Bronze	Brand Identity & Collateral Design - Logos	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	Nestle Professional	Nestle Professional	Lowe Cross Colours	Thought for food
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	The Post Office	The Post Office Retouching Studio	Joe Public	Meet The Post Office
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	The Hardy Boys	The Hardy Boys	The Hardy Boys	THB Group CI
Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Gold	Brand Identity & Collateral Design - Direct & Promotional Mail	Antalis	Arjowiggins Paper Range	Shift Joe Public	Start The Day With Paper
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	Nandos	How does Nandos make you feel?	Black River FC	How does Nandos make you feel?
Silver	Brand Identity & Collateral Design - General Collateral	Adidas	Orlando Pirates	140 BBDO	The Ghost
Campaign Bronze	Brand Identity & Collateral Design - General Collateral	Joburg Zoo	Night Tours	Y&R South Africa	See what comes out in the dark
Bronze	Brand Identity & Collateral Design - General Collateral	Absa	Sponsorship	The Jupiter Drawing Room (South Africa)Johannesburg	Make Think Did
Bronze	Three Dimensional & Environmental Design - Architecture	Steyn City Development	Steyn City Clubhouse	Boogertman & Partners Architects	The Disappearing Clubhouse
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	LAND ROVER BOTTLE CAP
Gold	Publication Design - Book; Magazine & Newspaper Design	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Silver	Publication Design - Annual Reports; Brochures & Technical Literature	South African Maritime Safety Authority	South African Maritime Safety Authority	Shift Joe Public	Expanding Possibilities
Bronze	Publication Design - Annual Reports; Brochures & Technical Literature	Wildlife and Environment Society of South Africa	Annual Review	human.kind Advertising	WESSA Annual Review 2013
Bronze	Motion Graphic Design - Broadcast Design & Graphics	SuperSport	Absa Currie Cup	Thackwell & Whittaker	SuperSport Absa Currie Cup Promo
Grand Prix	Design Mixed-Media Campaign	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Campaign Gold	Design Mixed-Media Campaign	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Campaign Silver	Design Mixed-Media Campaign	Chamber of Mines SA	Mining	Quirk Cape Town (Pty) Ltd	COMSA: Whats Yours Is Mined
Campaign Bronze	Design Mixed-Media Campaign	Interactive Africa	Design Indaba	The Jupiter Drawing Room (South Africa) Cape Town	Design Indaba - Spread the Word
Craft Certificate	Design Crafts - Photography	The Hardy Boys	The Hardy Boys	The Hardy Boys	THB Group CI
Craft Gold	Design Crafts - Illustration	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN
Craft Gold	Design Crafts - Typography	Fonts For The Future	Fonts For The Future	Shift Joe Public	Fonts For The Future
Craft Certificate	Design Crafts - Typography	ANTI EST	#UNLEARN	Grid Worldwide Branding (Pty) Ltd	ANTI EST #UNLEARN

Craft Certificate	Design Crafts - Typography	Antalis	Arjowiggins Paper Range	Shift Joe Public	Start The Day With Paper
Bronze	Digital & Interactive - Internet Advertising	First National Bank	FNB League of Innovators	Gloo Digital Design	FNB League of Innovators
Campaign Bronze	Digital & Interactive - Email marketing	Heat Magazine	Heat Magazine	Publicis Machine	Letters
Bronze	Digital & Interactive - Email marketing	Right2Know	Right2Know	Ireland/Davenport	Confidential E-mail
Gold	Digital & Interactive - Website	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Silver	Digital & Interactive - Website	Merchants on Long	African Concept E-Store	Pier2Pier	Merchants Online
Bronze	Digital & Interactive - Website	Capitec Bank	Capitec Bank Website	Quirk Cape Town (Pty) Ltd	Capitec Bank Website
Gold	Digital & Interactive - Microsite	Brandhouse Beverages	Johnnie Walker	King James Group	King Of Flavour
Bronze	Digital & Interactive - Microsite	BirdLife South Africa	Save Our Seabirds Festival	Utopia	The Penguin Run
Silver	Digital & Interactive - Social Media	PharmaDynamics	Efferlu C Immune Booster	Saatchi & Saatchi South Africa	Project Trapped
Silver	Digital & Interactive - Social Media	Metro FM	The 13th Metro FM Music Awards	King James II	Pilgrimage
Bronze	Digital & Interactive - Social Media	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Silver	Digital & Interactive - Applications; Activations & Interactive tools	First National Bank	FNB ATM Switch	Gloo Digital Design	FNB ATM Switch
Silver	Digital & Interactive - Applications; Activations & Interactive tools	Johnnie Walker	Johnnie Walker	King James Group	Johnnie Walker Whisky Profiler
Bronze	Digital & Interactive - Applications; Activations & Interactive tools	Labello	Labello	FCB South Africa (PTY) LTD and HelloComputer	The Electric Kiss Project
Bronze	Digital & Interactive - Mobile Advertising	MINI	MINI JCW	Gloo Digital Design	MINI JCW
Grand Prix	Digital & Interactive - Mobile Applications & Sites	M-Fone	Oju	One Kingdom Creative Studio	Oju Africa App
Bronze	Digital & Interactive - Mobile Applications & Sites	Modjaji Books	bookly	NATIVE VML	bookly
Campaign Gold	Digital Integrated Campaign	Nedbank	Ke Yona	NATIVE VML	Ke Yona
Campaign Silver	Digital Integrated Campaign	Brandhouse	Johnnie Walker	King James Group	King Of Flavour
Campaign Silver	Digital Integrated Campaign	PharmaDynamics	Efferlu C Immune Booster	Saatchi & Saatchi South Africa	Project Trapped
Campaign Silver	Digital Integrated Campaign	Wrigley	Skittles	DDB South Africa	"Smuggle the Rainbow. Taste the Rainbow."
Campaign Bronze	Digital Integrated Campaign	Exclusive Books	Exclusive Books	Thirtyfour	Opening Lines
Campaign Bronze	Digital Integrated Campaign	Modjaji Books	bookly	NATIVE VML	bookly
Craft Certificate	Digital Crafts - Interface & Navigation	Hollard	Hollard Ascend	NATIVE VML	Hollard Ascend
Craft Gold	Digital Crafts - Illustration; Photography & Graphic Design	Nestle Professional	Nestle Professional	Lowe Cross Colours	Thought for Food
Craft Certificate	Digital Crafts - Illustration; Photography & Graphic Design	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Craft Certificate	Digital Crafts - Best use of Technology	First National Bank	FNB ATM Switch	Gloo Digital Design	FNB ATM Switch
Craft Certificate	Digital Crafts - Best use of Technology	Punk	Corporate Identity	Punk / King James Group	I AMPUNK
Grand Prix	Outdoor Media	Coca-Cola South Africa	Coca-Cola	FCB South Africa (PTY) LTD	A Rainbow for the Rainbow Nation
Campaign Bronze	Outdoor Media	City Lodge Hotels	Road Lodge	TBWA\Hunt\Lascares Johannesburg	We Use Our One Star For What Counts
Bronze	Outdoor Media	Nedbank	Savvy	Joe Public	Water Billboard

Silver	Street-Pole	Foodcorp	Bobtail	Joe Public	Streetpole for dogs
Campaign Bronze	Street-Pole	Volkswagen	Volkswagen Side Assist	Ogilvy & Mather Cape Town	The Posters That Know What's Coming
Bronze	Ambient Media	National Responsible Gambling Programme	National Responsible Gambling Programme	Havas Worldwide Johannesburg	Dice
Silver	In-Store	Warwick Wines	The Grape Shed	Thirtyfour	Wine Awards
Gold	Alternative Media & Field Marketing	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Gold	Alternative Media & Field Marketing	CHEVRON/CALTEX	LICENCE TO LIVE	Y&R South Africa	LICENCE TO LIVE
Silver	Alternative Media & Field Marketing	Tiger Brands	Tiger Brands	TBWA\Hunt\Lascares Johannesburg	The Tiger Alphabet
Silver	Alternative Media & Field Marketing	Absa	Sponsorship	The Jupiter Drawing Room (South Africa)Johannesburg	Make Think Did
Bronze	Alternative Media & Field Marketing	Fox International Channels	Fox Crime Channel	Ireland/Davenport	Fox Crime: Cinema Crime Scene
Bronze	Alternative Media & Field Marketing	Avis	Chauffeur Services	Aqua / Wunderman	AMS CHAUFFEUR RIDE
Bronze	Alternative Media & Field Marketing	Salvation Army	Salvation Army Blanket Drive	Owenkessel Leoburnett	Cover Drive
Campaign Gold	Newspaper Advertising	Bose	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg	Noise Cancelling Headphones
Campaign Silver	Newspaper Advertising	Mail & Guardian	Mail & Guardian	TBWA\Hunt\Lascares Johannesburg	Freedom is knowing
Campaign Silver	Newspaper Advertising	GUN FREE SOUTH AFRICA	GUN FREE SOUTH AFRICA	Y&R South Africa	TWO HANDS
Campaign Bronze	Newspaper Advertising	Unilever	Omo DIG	The Hardy Boys	Clean Never Discovered
Campaign Bronze	Newspaper Advertising	Boxman	Boxman	MCSaatchi Abel	Cracks
Gold	Tactical use of Newspaper	One School at a Time	Project English	Joe Public	Project English Print
Campaign Bronze	Tactical use of Newspaper	Freq'ncy Sound Studio	Freq'ncy Sound Studio	Publicis Machine	Relocation
Campaign Bronze	Tactical use of Newspaper	Volkswagen	Volkswagen Side Assist	Ogilvy & Mather Cape Town	The Press Ads That Know What's Coming
Bronze	Tactical use of Newspaper	Nedbank Capital	Nedbank Capital Sustainability Awards	Joe Public	The Future Newspaper
Campaign Silver	Magazine Advertising	Foodcorp	Bobtail	Joe Public	When they wont let go
Gold	Posters	Volkswagen	Golf R	Ogilvy & Mather Cape Town	Terminal Velocity
Campaign Bronze	Posters	District Six Museum	Walking Tours	Ogilvy & Mather Cape Town	District Six Ex-Residents
Campaign Bronze	Posters	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	Herds
Campaign Bronze	Posters	Flight Centre	Student Flights	TBWA\Hunt\Lascares Johannesburg	Travel before its not fun anymore
Campaign Bronze	Posters	Origin Coffee Roasters	Origin Dark Roast Coffee	Joe Public	Wake-up Calls
Campaign Craft Certificate	Print & Collateral Crafts - Art direction	CNA	Halloween Promotion	Promise	Masks
Craft Certificate	Print & Collateral Crafts - Art direction	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel	The Street Store
Craft Certificate	Print & Collateral Crafts - Art direction	Wrigley	Skittles	DDB South Africa	Smuggle the Rainbow. Taste the Rainbow.
Craft Gold	Print & Collateral Crafts - Writing	Bryanston Parallel Medium School	Bryanston Parallel Medium School	Joe Public	Stories
Craft Certificate	Print & Collateral Crafts - Writing	Nandos	1918 - Forever	Black River FC	1918 - Forever

Craft Certificate	Print & Collateral Crafts - Writing	Sprite	Sprite	Ogilvy Africa	Bill the Billboard
Campaign Craft Gold	Print & Collateral Crafts - Photography	District Six Museum	Walking Tours	Ogilvy & Mather Cape Town	District Six Ex-Residents
Campaign Craft Certificate	Print & Collateral Crafts - Photography	LAND ROVER JAGUAR	LAND ROVER	Y&R South Africa	Herds
Campaign Craft Certificate	Print & Collateral Crafts - Photography	Roofings	Roofings electric fencing	Scanad Uganda	Shock
Campaign Craft Gold	Print & Collateral Crafts - Illustration	CNA	Halloween Promotion	Promise	Masks
Campaign Craft Certificate	Print & Collateral Crafts - Illustration	Origin Coffee Roasters	Origin Dark Roast Coffee	Joe Public	Wake-up Calls
Craft Certificate	Print & Collateral Crafts - Typography	Castle	Castle Lager	Thirtyfour	Save our indigenous forests
Gold	Ubuntu Award	Exclusive Books	Exclusive Books	140 BBDO	Exclusive S.E.E.D Library
Silver	Ubuntu Award	KFC South Africa	Add Hope	Ogilvy Public Relations South Africa	Faces of Hope
Bronze	Ubuntu Award	Mdjaji Books	bookly	NATIVE VML	bookly
Bronze	Ubuntu Award	Khayelitsha Cookies	Scrumptious Cookies	Y&R South Africa	Scrumptious Cookies
Gold	Student - Motion Graphics	Ubuzi	Ubuzi Font	North-West University	Ubuzi
Silver	Student - Motion Graphics	Bronte's Story	Bronte's Story Title Sequence	AAA School of Advertising Cape Town	Bronte's Story
Silver	Student - Motion Graphics	Creep TV	Creep TV	North-West University	Creep TV
Silver	Student - Motion Graphics	EL Hannez	Self-Promotional	North-West University	EL Hannez
Bronze	Student - Motion Graphics	Short Film - Animation	Wegkruipertjie	AFDA The South African School of Motion Picture Medium and Live Performance	Wegkruipertjie
Bronze	Student - Motion Graphics	Short Film	Rift	AFDA The South African School of Motion Picture Medium and Live Performance	Rift
Craft Gold	Student Crafts - TV; Film & Video Crafts	Ubuzi	Ubuzi Font	North-West University	Ubuzi
Bronze	Student - Radio Commercials	MTN	MTN Mahala Airtime	AAA School of Advertising JHB	MTN - I'm a Hero - Pastor
Bronze	Student - Radio Commercials	Nando's	Nando's	AAA School of Advertising JHB	Nando's E-toll
Bronze	Student - Radio Commercials	Lion Matches	Lion Matches	AAA School of Advertising JHB	Lion Strike
Campaign Bronze	Student - Newspaper & Magazine Advertising	Scrabble	Scrabble	AAA School of Advertising JHB	Equal Playing Field
Bronze	Student - Newspaper & Magazine Advertising	Sandisk	Sandisk Safe Data Storage	AAA School of Advertising Cape Town	Sandisk 2. Carousel Of The Mind.
Campaign Silver	Student - Posters	The Body Shop	Colour Crush Lipstick	Red & Yellow School	The Body Shop Effect
Silver	Student - Posters	Sleep Cycle	Infographic on Dreaming	AAA School of Advertising Cape Town	The Dreamatorium
Silver	Student - Outdoor; Collateral & Alternative Media	Beacon	All-Sorts	AAA School of Advertising Cape Town	Poppable Billboard
Silver	Student - Outdoor; Collateral & Alternative Media	SPCA	SPCA Rescue Horses	Stellenbosch Academy of Design and Photography	Rescue Horses
Silver	Student - Outdoor; Collateral & Alternative Media	Know-It-Wall	Know-It-Wall	The Open Window School of Visual Communication	Know-It-Wall
Campaign Bronze	Student - Logos and Identity Programmes	The Breadline Eatery	Restaurant/ Caf��	Red&Yellow School	The Breadline Eatery
Campaign Bronze	Student - Logos and Identity Programmes	MK	MK Social	North-West University	MK Fokken Dans
Gold	Student - Collateral Design	National Geographic	2014 Diary/Almanac	AAA School of Advertising Cape Town	Almanac of Extremely Average Animals
Gold	Student - Collateral Design	Calendar	Calendar	Stellenbosch Academy of Design and Photography	Expose



Bronze	Student - Collateral Design	South African Post Office	Stamps for South African Folk Tales	AAA School of Advertising Cape Town	Folk Tales
Bronze	Student - Architecture; Interior Design & Environmental Graphics	Fishbone Rocking Chair	Fishbone Rocking Chair	greenside design center college of design	Fishbone Rocking Chair
Silver	Student - Publication Design	Food for thought	Food for thought	North-West University	Food for thought
Bronze	Student - Publication Design	Inglorious Basterds Universal	Character Profile	AAA School of Advertising Cape Town	Inglorious Basterds
Bronze	Student - Publication Design	Linotype	Linotype brochure	Red&Yellow School	Type Wars
Silver	Student - Package Design	Folklore	Folklore Packaging	AAA School of Advertising Cape Town	Folklore Packaging
Silver	Student - Package Design	Supplements SA	Supplements SA	Stellenbosch Academy of Design and Photography	Kettlebells
Bronze	Student - Package Design	Timberland	Brave and Curious	Red&Yellow School	Brave and Curious
Bronze	Student - Package Design	VANS Shoes	VANS Shoes	Stellenbosch Academy of Design and Photography	VANS Versatile
Bronze	Student - Package Design	Bhuti Craft Beer	Bhuti Craft Beer	North-West University	Bhuti Craft Beer
Bronze	Student - Package Design	Born and Bread	Born and Bread	North-West University	Born and Bread
Gold	Student - Digital & Interactive Communication	Recollection	Recollection Online Hospice Store	AAA School of Advertising Cape Town	Recollection
Bronze	Student - Digital & Interactive Communication	Digital Mom	Digital Mom	greenside design center college of design	Digital Mom
Craft Gold	Student - Print & Design Crafts - Illustration	Sho't left	Sho't Left-an illustrated zine	The Open Window School of Visual Communication	Sho't Left a zine
Craft Certificate	Student - Print & Design Crafts - Illustration	n/a	Adam	The Open Window School of Visual Communication	Adam
Craft Certificate	Student - Print & Design Crafts - Illustration	Body of Habits	Body of Habits illustrated zine	The Open Window School of Visual Communication	Body of Habits zine
Craft Certificate	Student - Print & Design Crafts - Illustration	Book Illustration	Book Illustration	Stellenbosch Academy of Design and Photography	Georgy Porgy
Craft Certificate	Student - Print & Design Crafts - Illustration	Honest Chocolate	Honest Chocolate	Stellenbosch Academy of Design and Photography	Honest Chocolate
Craft Gold	Student - Print & Design Crafts - Typography	Pylon Typeface	Pylon Typeface	North-West University	Pylon Typeface
Craft Certificate	Student - Print & Design Crafts - Photography	n/a	As One: A Collection of Images Exploring The Way We Live	The Open Window School of Visual Communication	As One

#### For more:

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