

All the Print finalists

With judging complete in these categories, the Loeries' Print finalists have been announced...



Finalists will be announced each day during Creative Week Durban from 10-13 August.

All winners will be announced at the Awards Ceremonies, 15 - 16 August at the Durban ICC.

All finalists presented here are unaudited results.

PR1A: Newspaper Advertising			
Entrant	Title	Brand	Product
Black River FC	Youth Day	Electronic Media Network	Channel O
Havas worldwide	CU L8R	Road Traffic Management Corporation	Road Safety
Havas worldwide	OMG	Road Traffic Management Corporation	Road Safety
Havas worldwide	#YOLO	Road Traffic Management Corporation	Road Safety
Ireland/Davenport	#TheDress	Salvation Army	Carehaven
Joe Public	New Home	Nedbank	Retail
Joe Public	Bridge	People Opposing Women Abuse	People Opposing Women Abuse
Joe Public	Alleyway	People Opposing Women Abuse	People Opposing Women Abuse
Joe Public	Travel	Nedbank	Retail
Joe Public	Railway	People Opposing Women Abuse	People Opposing Women Abuse
M&C Saatchi Abel Jhb	Desktop Holidays	Flight Centre	Flights
M&C Saatchi Abel Jhb	Desktop Holidays	Flight Centre	Flights
Ogilvy & Mather Cape Town	Boy	Volkswagen	Touareg
Ogilvy & Mather Cape Town	Dog	Volkswagen	Touareg
Ogilvy & Mather Cape Town	Bearrel	Volkswagen	TSI
Ogilvy & Mather Cape Town	Girl	Volkswagen	Touareg
Ogilvy & Mather Cape Town	Bumbletiger	Volkswagen	TSI
Ogilvy & Mather Cape Town	Hummboon	Volkswagen	TSI
Ogilvy & Mather Cape Town	Dirt Road	Audi South Africa	Quattro
Ogilvy & Mather Cape Town	Wet Road	Audi South Africa	New A6 allroad quattro
Publicis Machine	Lance-Neil Armstrong	Hasbro	Trivial Pursuit
Publicis Machine	Napoleon Dynamite-Bonaparte	Hasbro	Trivial Pursuit
Publicis Machine	Maradona-Madonna	Hasbro	Trivial Pursuit
Publicis Machine	Marilyn Manson-Monroe	Hasbro	Trivial Pursuit
TBWA\Hunt\Lascaris Johannesburg	1994	Tiger Brands	Artline Permanent Markers and Whiteboard Markers
TBWA\Hunt\Lascaris Johannesburg	9/11	Tiger Brands	Artline Permanent Markers and Whiteboard Markers
TBWA\Hunt\Lascaris Johannesburg	Herpes	Tiger Brands	Artline Permanent Markers and Whiteboard Markers

TBWA\Hunt\Lascais Johannesburg	Anniversary	Tiger Brands	Artline Permanent Markers and Whiteboard Markers
TBWA\Hunt\Lascais Johannesburg	Kiss	Tiger Brands	Artline Permanent Markers and Whiteboard Markers
Y&R SA	Man	Western Cape Government	Speeding
Y&R SA	Boy	Western Cape Government	Speeding
Y&R SA	Dunes	Jaguar Land Rover South Africa	Land Rover
PR1B: Tactical use of Newspaper			
Joe Public	Broadsheet	Nedbank	Saving plan
Joe Public	Newspaper Summary	Dialdirect	Dialdirect Insurance
The Jupiter Drawing Room (South Africa) Cape Town	Newspaper Sleeping Bag	Interactive Africa	Design Indaba
PR1C: Magazine Advertising			
FCB Cape Town	Gone in 3 seconds	BMW Motorrad	BMW S 1000 RR
IMPACT BBDO Dubai	Man	Mercedes-Benz	Active Park Assist
IMPACT BBDO Dubai	Kid	Mercedes-Benz	Active Park Assist
IMPACT BBDO Dubai	Karate	Saudia	Saudia Whole Milk - High in Calcium & Vitamins -
IMPACT BBDO Dubai	Apeman	Snickers	Snickers
IMPACT BBDO Dubai	woman	Mercedes-Benz	Active Park Assist
IMPACT BBDO Dubai	Gymnastic	Saudia	Saudia Whole Milk - High in Calcium & Vitamins -
IMPACT BBDO Dubai	Ballet	Saudia	Saudia Whole Milk - High in Calcium & Vitamins -
IMPACT BBDO Dubai	granny	Snickers	Snickers
IMPACT BBDO Dubai	mad scientist	Snickers	Snickers
King James II	Beach	SABC	Movies
Ogilvy & Mather Africa, Scanad Kenya	Duracoat Interior & Exterior	Basco Paint	Duracoat Vinyl Matt Paint
Ogilvy & Mather Cape Town	Women	Volkswagen South Africa	Volkswagen up!
Ogilvy & Mather Cape Town	Corporate	Volkswagen South Africa	Volkswagen up!
Ogilvy & Mather Cape Town	Wind	Volkswagen South Africa	Volkswagen up!
Publicis Machine	Cookies	Hasbro	Play-Doh
Publicis Machine	Piggy Bank	Hasbro	Play-Doh
Y&R SA	Don't Text and Drive	Jaguar Land Rover South Africa	Land Rover
PR1D: Tactical use of Magazine			
No finalists for this category			
PR1E: Indoor Posters			
DDB South Africa	Theatre	Honda Motor Southern Africa (PTY) LTD	Honda Genuine Parts
DDB South Africa	Airplane	Honda Motor Southern Africa (PTY) LTD	Honda Genuine Parts
DDB South Africa	Boardroom	Honda Motor Southern Africa (PTY) LTD	Honda Genuine Parts
DDB South Africa	Restaurant	Honda Motor Southern Africa (PTY) LTD	Honda Genuine Parts
FCB 1886	Kings of Chaos-Billy Gibbons	Cell C	Sponsorship
FCB 1886	Kings of Chaos-Steven Tyler	Cell C	Sponsorship
FCB 1886	Kings of Chaos-Duff McKagan	Cell C	Sponsorship
Havas Worldwide Johannesburg	Staircase	Reckitt Benckiser	Mr M'n Furniture polish
Havas Worldwide Johannesburg	Library	Reckitt Benckiser	Mr M'n Furniture polish
Havas Worldwide Johannesburg	Windows	Reckitt Benckiser	Mr M'n Furniture polish
IMPACT BBDO Dubai	Rats	Mercedes-Benz	Active Lane Keeping Assist
IMPACT BBDO Dubai	Foxes	Mercedes-Benz	Active Lane Keeping Assist
IMPACT BBDO Dubai	Shepherd Dogs	Mercedes-Benz	Active Lane Keeping Assist
IMPACT BBDO Dubai	Ant	Vape	Vape Super KO2
IMPACT BBDO Dubai	Cokroach	Vape	Vape Super KO2
IMPACT BBDO Dubai	Flywidow	Vape	VAPE Super KO2
Ogilvy & Mather Cape Town	Driveway	Volkswagen	Volkswagen Service

OpenCo - The Open Collaboration	Protest	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Massacre	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Police	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Mob	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Activist	Apartheid Museum	Brand
TBWAIRAAD, Dubai	Blue	Nissan	Self Healing Paint
TBWAIRAAD, Dubai	Red	Nissan	Self Healing Paint
TBWAIRAAD, Dubai	Yellow	Nissan	Self Healing Paint
Y&R SA	Leech	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Scorpion	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Spider	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Ebola Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Hurricane Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	War Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Young & Rubicam	Lion	Johannesburg Zoo	Night Tours
Young & Rubicam	Wild Dog	Johannesburg Zoo	Johannesburg Zoo
Young & Rubicam	Owl	Johannesburg Zoo	Night Tours
Young & Rubicam	Red Panda	Johannesburg Zoo	Johannesburg Zoo

PR1F: Branded Content Print

No finalists for this category

PR2A: Print Crafts - Art direction

DLKWLowe	Mr. Snail	Unilever	OMO
DLKWLowe	Mrs Cricket	Unilever	OMO
DLKWLowe	Mr Frog	Unilever	OMO
Havas Worldwide Johannesburg	Staircase	Reckitt Benckiser	Mr Mn Furniture polish
Havas Worldwide Johannesburg	Library	Reckitt Benckiser	Mr Mn Furniture polish
Havas Worldwide Johannesburg	Windows	Reckitt Benckiser	Mr Mn Furniture polish
NATIVE VML (Pty) Ltd PO Number: PO00002998	Cosy - Beyond Words	Cavendish Square	Shopping centre
NATIVE VML (Pty) Ltd PO Number: PO00002998	Spirit - Beyond Words	Cavendish Square	Shopping centre
OpenCo - The Open Collaboration	Massacre	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Police	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Mob	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Activist	Apartheid Museum	Brand
OpenCo - The Open Collaboration	Protest	Apartheid Museum	Brand
Promise	Inspiration By Hand - Victorian	CNA	Stationery
Promise	Inspiration By Hand - Steampunk	CNA	Stationery
Promise	Inspiration By Hand - Digital	CNA	Stationery
The DO Agency	Bird	Unilever	Domestos
The DO Agency	Valley	Unilever	Handy Andy
The DO Agency	Canyon	Unilever	Handy Andy
Y&R SA	Hurricane Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	War Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Ebola Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Leech	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Scorpion	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Spider	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Lion	Johannesburg Zoo	Night Tours
Y&R SA	Owl	Johannesburg Zoo	Night Tours
Y&R SA	Red Panda	Johannesburg Zoo	Night Tours
Y&R SA	Wild Dog	Johannesburg Zoo	Night Tours

PR2B: Print Crafts - Writing

CREATIVE Y&R	FLOWERS	TRAVELSHOPPE	TRAVELSHOPPE
CREATIVE Y&R	MUSHROOMS	TRAVELSHOPPE	TRAVELSHOPPE
CREATIVE Y&R	ARCHITECT	TRAVELSHOPPE	TRAVELSHOPPE
FoxP2 CT	Bike	Garagista Beer Co.	Garagista Craft beer

King James Group	Ma'am	Santam	Santam
Ogilvy & Mather Johannesburg	Don't Yawn	BP Wild Bean	Wild Bean Coffee
Ogilvy & Mather Johannesburg	Illegal Printing	Suntory Lucozade	Lucozade
Ogilvy & Mather Johannesburg	Pictionary	Suntory Lucozade	Lucozade
Ogilvy & Mather Johannesburg	Shopping	Suntory Lucozade	Lucozade
Ogilvy & Mather Johannesburg	Tinder	Suntory Lucozade	Lucozade
Y&R SA	Ocean	Surf Shack	Surf Shack Outreach Programme

PR2C: Print Crafts - Photography

Havas worldwide	OMG	Road Traffic Management Corporation	Road Safety
Joe Public	Bridge	People Opposing Women Abuse	People Opposing Women Abuse
Joe Public	Alleyway	People Opposing Women Abuse	People Opposing Women Abuse
Joe Public	Railway	People Opposing Women Abuse	People Opposing Women Abuse
TBWA\ANGOLA	Kuduro	Cuca	Beer
TBWA\ANGOLA	Matraquilhos	Cuca	Beer
TBWA\ANGOLA	Kudurista	Cuca	Beer
Y&R SA	Scorpion	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Leech	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	War Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Ebola Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Spider	Jaguar Land Rover South Africa	Land Rover Surround Camera System
Y&R SA	Hurricane Red Cross	Jaguar Land Rover South Africa	Corporate Social Responsibility
Y&R SA	Plunger	Truth Coffee	Sustainably sourced coffee

PR2D: Print Crafts - Illustration

FoxP2 CT	Tears of the Hipster	Garagista Beer Co.	Tears of the Hipster
IMPACT BBDO Dubai	His Right	S.C.S.H.C	Scholl
IMPACT BBDO Dubai	His Left	S.C.S.H.C	Scholl
IMPACT BBDO Dubai	Axi	Mercedes-Benz	G-Class
IMPACT BBDO Dubai	Huli Wigmen	Mercedes-Benz	G-Class
IMPACT BBDO Dubai	Karo	Mercedes-Benz	G-Class
IMPACT BBDO Dubai	Her Right	S.C.S.H.C	Scholl
IMPACT BBDO Dubai	Dongria Kondh	Mercedes-Benz	G-Class
IMPACT BBDO Dubai	Mursi	Mercedes-Benz	G-Class
Joe Public	Fine Line	PSI	Lovers + Condoms
Ogilvy & Mather Africa	Duracoat Interior & Exterior	Basco Paint	Duracoat Vinyl Matt Paint
OpenCo - The Open Collaboration	Holidays From Hell: Claws	World Leisure Holidays	Ambre Resort
Promise	Inspiration By Hand - Victorian	CNA	Stationery
Promise	Inspiration By Hand - Steampunk	CNA	Stationery
Promise	Inspiration By Hand - Digital	CNA	Stationery
Stefanus Nel	The Blink Project	Blink Stefanus	Blink Stefanus
The Jupiter Drawing Room Johannesburg	Velocity	Bardclays	Champagne Festival
The Jupiter Drawing Room Johannesburg	Bubbles	Bardclays	Champagne Festival
The Jupiter Drawing Room Johannesburg	Musellet	Bardclays	Champagne Festival
Y&R SA	Owl	Johannesburg Zoo	Night Tours
Y&R SA	Red Panda	Johannesburg Zoo	Night Tours
Y&R SA	Wild Dog	Johannesburg Zoo	Night Tours
Y&R SA	Surprise	Colgate Palmolive	Colgate Plax Mouthwash
Y&R SA	Teacher	Colgate Palmolive	Colgate Plax Mouthwash
Y&R SA	Wedding	Colgate Palmolive	Colgate Plax Mouthwash
Y&R SA	Lion	Johannesburg Zoo	Night Tours

PR2E: Print Crafts - Typography

Promise	Inspiration By Hand - Victorian	CNA	Stationery
Promise	Inspiration By Hand - Steampunk	CNA	Stationery
Promise	Inspiration By Hand - Digital	CNA	Stationery

Publicis Machine	The Chocolate Flyer	SureSlim	SureSlim
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