

## Four Loerie Grands Prix this year

Four Grands Prix were handed out this past weekend at the 32nd annual The Loerie Awards, held for the second time at Good Hope Centre in Cape Town: King James once again in TV & Cinema Commercials for Allan Gray's 'Legend'; the VWV Group in Experiential: Live Events for the 2010 FIFA World Cup closing ceremony; Boogerman+ Partners Architects in Architecture & Interior Design for Soccer City aka FNB Stadium aka National Stadium; and Grid Worldwide Branding and Tonic Design in Design Mixed-Media Campaign for the Comair/British Airways SLOW Lounge.



A Lifetime Achievement Award was posthumously awarded to [Robyn Putter](#), former WPP creative head, for his outstanding contribution to the South African and global advertising industry over the course of a career spanning more than 30 years. His wife Margarita Putter and Ogilvy South Africa CEO Nunu Ntshingila accepted the award.

[Graham Pfuhl](#), Multichoice director: marketing & sales, received the Marketing Leadership and Innovation Award for his active contribution to the success of the Multichoice brand in the region, notably with the M-Net and DSTV offerings. The Loeries Committee recognised Pfuhl as a marketer who believes that creative brilliance drives business results and that he is an outstanding example of the leadership, dedication, loyalty and commitment that it takes to build a successful brand.



The late Robin Putter.

This year saw the launch of the Ubuntu Award, sponsored by Hetzner, for brands contributing to social and environmental change. A Gold Loerie was awarded to Matchboxology for Levi's 'Red 4 Life' HIV awareness programme and four Bronze Loeries were also awarded in the category.

The Gold award for the SABC New Voice Award for non-English Radio this year went to Drafftcb Johannesburg for the Vodacom campaign 'Bua FM Part 2' (which was also a winner in the main Radio category). Silver also went to Drafftcb Johannesburg for Vodacom's 'AmaGugu', and Bronze went to TBWA\Hunt\Lascaris Johannesburg for the Standard Bank campaign 'Bagasi'.

The winning agencies all receive SABC Radio airtime, as well as special trips to Cape Town for the creative teams.

The Vodacom Mobile Media Digital Award, in partnership with Vodacom Mobile Media, recognises the recent growth in the use of mobile devices in the advertising mix. The award went to Gloo Digital Design for the 'Juicy Details' mobile advertising entry for *Cosmopolitan* magazine. The winning agency receives R50 000 worth of media on Vodacom's mobile platform, and an Apple iPad.



Boogerman + Partners Architects  
winning work for the National Stadium -  
The Melting Pot

The winner of the 2010 Sappi Creative Use of Paper Award is Joe Public for the Clover Cooking Calendar. The award includes a 17" MacBook Pro and R30 000 worth of Sappi paper.

MEMAC Ogilvy & Mather (Dubai) scooped The SpaceStation Internet Advertising Award for its 'Resize-A-Room' online banner for IKEA. The award includes a Sony 32" Bravia plus an Xbox 360 console with Final Fantasy XIII and LIPS Karaoke, as well as media worth R50 000 across the SpaceStation network.

Now in its fourth year, the Young Creatives Award recognises outstanding achievement by talented individuals at the beginning of their careers. This year, the award went to Mbuso Ndlovu, art director /designer at Y&R and Reijer van der Vlugt, art director at FoxP2. They each received a Gold Loerie and an all-expenses-paid trip to an international award show.



Grid Worldwide Branding; Tonic Design winning work for SLOW Lounge for Comair/British Airways

The awards were judged by panels comprised of over 160 local and international experts in their fields, and a total of 267 awards were handed out.

Category	Entrant	Title	Brand	Product	Loerie
Advertising: TV & Cinema Commercials	King James	Legend	Alan Gray	Alan Gray	Grand Prix
	Ogilvy Johannesburg	Selinah	Topsy Foundation	Aids Reversal	Gold
	Black River F.C.	Wives	Nando's	Nando's Chicken Meals	Campaign Silver
	The Jupiter Drawing Room (South Africa)	Planes	Sanlam	Sanlam Corporate	Campaign Bronze
	MetropolitanRepublic	Richard	Drive Alive	Drive Alive	Campaign Silver
	Lowe Bull Johannesburg	KARATE BELT	MEDAL PAINTS	MEDAL PAINTS	Campaign Silver
	TBWA\Hunt\Lascaris Johannesburg	Slovo Divas	Apartheid Museum	Apartheid Museum	Campaign Bronze
	DDB SA - Johannesburg	Paintball	McDonald's	McDonald's 24 hours	Campaign Bronze
	Net#work BBDO	The Hotwings Craving	Chicken Licken	Hotwings	Silver
	Net#work BBDO	Bunker	Chicken Licken	Chicken Licken	Silver
	singh&sons	Too Slow	Pharma Dynamics	Texa	Silver
	Black River F.C.	Backwards	First for Women	First for Women Insurance	Bronze
	MetropolitanRepublic	The Skoltimaiera	Wimpy	Valuelicious Meal	Bronze
	Draftfcb Johannesburg	Nature of Wisdom	Old Mutual	Brand	Bronze
	Lowe Bull Johannesburg	Roy Sullivan	Tetra Pak	Tetra Pak	Bronze
	Volcano Advertising	Wildebeest	Garmin	Garmin GPS Units	Bronze
	Ogilvy Cape Town	New Guy	Cadbury's	Stimorol Air Rush	Bronze
	MetropolitanRepublic	WAGS	FNB	2010	Bronze
Advertising: TV & Cinema Crafts - Art Direction	PLANK FILM PRODUCTIONS	BUNKER FAMILY - WHERE HAVE YOU BEEN?	CHICKEN LICKEN	CHICKEN LICKEN SOUL FOOD	Craft Gold
	Egg Films	Nature of Wisdom	Old Mutual	Old Mutual	Craft Certificate

	Velocity Films	Legend	Allan Gray	Allan Gray Investments	Craft Certificate
Advertising: TV & Cinema Crafts - Animation & Special Visual Effects	BlackGinger	Legend	Allan Gray	Allan Gray	Craft Certificate
Advertising: TV & Cinema Crafts - Cinematography	Egg Films	Nature of Wisdom	Old Mutual	Old Mutual	Craft Gold
	Velocity Films	Legend	Allan Gray	Allan Gray Investments	Craft Gold
	Egg Films	Rain	Nedbank	Nedbank Capital	Craft Certificate
Advertising: TV & Cinema Crafts - Direction	Egg Films	Selinah	Topsy Foundation	Topsy Foundation	Craft Gold
	Velocity Films	Legend	Allan Gray	Allan Gray Investments	Craft Gold
	Egg Films	Rain	Nedbank	Nedbank Capital	Craft Certificate
	Egg Films	Nature of Wisdom	Old Mutual	Old Mutual	Craft Certificate
	Lowe Bull Johannesburg	Roy Sullivan	Tetra Pak	Tetra Pak	Craft Certificate
Advertising: TV & Cinema Crafts - Editing	Ogilvy Johannesburg	Selinah	Topsy Foundation	Aids Reversal	Craft Certificate
	PLANK FILMPRODUCTIONS	BUNKER FAMILY - WHERE HAVE YOU BEEN?	CHICKEN LICKEN	CHICKEN LICKEN SOUL FOOD	Craft Certificate
	Velocity Films	Legend	Allan Gray	Allan Gray Investments	Craft Certificate
Advertising: TV & Cinema Crafts - Music & Sound Design	Net#workBBDO	Rain	Nedbank	Nedbank	Craft Certificate
	Resonate Audio	The Biology of Change	Momentum	Health	Craft Certificate
Advertising: Radio Commercials	Net#work BBDO	Neville	Virgin Atlantic Airways	Upper Class	Campaign Gold
	FOXP2	Kittenstilts	MWEB	Uncapped ADSL	Campaign Bronze
	Draftfcb Johannesburg	Bua FM1	Vodacom	Vodacom Music Station	Campaign Gold
	Lowe Bull Johannesburg	GINGER	Tetra Pak	Tetra Pak	Campaign Bronze
	Lowe Bull Johannesburg	BLACK	MEDAL PAINTS	MEDAL PAINTS	Campaign Silver
	JWT Johannesburg	Eskom	Everlast	Everlast	Campaign Bronze
	DDB SA - Johannesburg	Clown	Estoril Books	Audio Books	Campaign Silver
	singh&sons	Kevin Junior	Kia Motors	Kia Motors	Campaign Bronze
	Lowe Bull (Cape)	Economic Crunch 2	Independent Newspapers	Career Times	Campaign Silver
	Lowe Bull (Cape)	Afghanistan	Independent Newspapers	Cape Times	Campaign Silver
	Ogilvy Johannesburg	Lions	Exclusive Books	Exclusive Books	Bronze
	Y&R South Africa	Umshini Wakho	Art SA Magazine & Gun Free SA	Anti Gun Crime Awareness	Bronze
	Ogilvy Cape Town	Boss	Cadbury's	Clorets Eliminator	Bronze
	DDB SA - Johannesburg	Never ending recording	McDonald's	McDonald's 24 hours	Bronze
Advertising: New Voice Award - Non-English Radio	Draftfcb Johannesburg	Bua FM4	Vodacom	Vodacom Music Station	Campaign Gold
	TBWA\Hunt\Lascaris Johannesburg	Bagasi 1	Standard Bank	Soccer Sponsorship	Campaign Bronze
	Draftfcb Johannesburg	AmaGugu	Vodacom	Sim Backup	Silver
Advertising: Radio Crafts - Direction	Net#work BBDO	Neville	Virgin Atlantic Airways	Upper Class	Campaign Craft Certificate

Advertising: Radio Crafts - Writing	Net#work BBDO	Neville	Virgin Atlantic Airways	Upper Class	Campaign Craft Gold
Advertising: Radio Crafts - Music & Sound Design	Herdbuys eKapa	Same old	Marmite	Marmite	Craft Certificate
Advertising: Print Advertising - Newspaper	Ogilvy Johannesburg	911	Exclusive Books	History Section	Campaign Silver
	FOXP2	Ring	IB McIntyre	Masterlock	Campaign Gold
	Draftfc Johannesburg	Handbag 1	Lexus	Keyless Entry	Campaign Silver
	King James; Atmosphere Communications	Sepp Blatter Offer	kulula.com	kulula.com airlines	Campaign Bronze
	Ogilvy Cape Town	Suburb	Volkswagen	Crafter	Campaign Gold
	DDB SA - Johannesburg	Trampoline	HTH	HTH	Campaign Bronze
	Y&R Dubai	Party	LG Electronics	LG Viewty Smart Mobile Phone	Campaign Bronze
	Lowe Bull (Cape)	Tiananmen Square; Tank	Independent Newspapers	Cape Times	Campaign Bronze
	Y&R South Africa	Everywhere URL	Land Rover	Land Rover	Bronze
	Lowe Bull Johannesburg	FRONT DOOR	Unilever S.A	Sunlight Dishwashing Liquid	Bronze
	Y&R Dubai	Jerry	Colgate-Palmolive	360 degree SonicPower Tooth Brush	Bronze
Advertising: Print Advertising - Magazine	Ogilvy Johannesburg	Bride	Cadbury's	Bournville	Campaign Bronze
	FOXP2	Pollution	8 ink media	National geographic kids magazine	Campaign Bronze
	Euro RSCG	Easter Bunny	Jelly Cameras	Cameras for kids	Campaign Bronze
	King James	Sea Monkeys	Allan Gray	Allan Gray	Campaign Gold
	King James	Legend Lennon	Allan Gray	Allan Gray	Campaign Gold
	Y&R Dubai	The Game	Colgate-Palmolive	MaxFresh	Campaign Bronze
	Y&R Dubai	Aziz	Microsoft	Xbox 360 - Resident Evil 5	Campaign Bronze
	Ogilvy Cape Town	A Trip to the Beach	Volkswagen	Jetta	Bronze
	Lowe Bull (Cape)	Buzz Aldrin; Moon	Independent Newspapers	Cape Times	Bronze
Advertising: Advertising Posters	The Hardy Boys	Scared of needles	South African National Blood Service	Youth Campaign	Campaign Bronze
	DDB Cape Town	Lighthouse	Nikon	Nikon Coolpix S8000	Campaign Gold
	Ogilvy Cape Town	Neal Alfred Stephenson	National Sea Rescue Institute	National Sea Rescue Institute	Campaign Bronze
	TBWAHunt/Ascaris Johannesburg	Lighter	Endangered Wildlife Trust (EWT)	Endangered Wildlife Trust (EWT)	Campaign Gold
	DDB Mozambique	MFW 03	MFW	MFW 2010	Campaign Silver
	Joe Public	Child	Tracker	Tracker	Campaign Silver
	Grey South Africa	Protest	3M	Post-it	Silver
	Y&R South Africa	Eric Gill Typographer & Gill Sans	AAA School of Advertising	AAA School of Advertising	Bronze
Advertising: Outdoor Advertising	Ogilvy Cape Town	Changing Face	Project Concern International	KwaZulu Natal & Western Cape Networks on Violence Against Women	Silver
	Lowe Bull (Cape)	Coca-Cola Cratefan	Coca-Cola	Coca-Cola	Silver
	Trigger	WRITE THE HEADLINE	NIKE	WORLD CUP 2010	Silver

	Ireland/Davenport	Sniper	Ditsong: Museum of Military History	Ditsong: Museum of Military History	Bronze
	Metropolitan Republic; The Jupiter Drawing Room (South Africa)	Stadium in transit	MTN	MTN FIFA Sponsorship	Bronze
Advertising: Ambient Media Advertising	TBWA\Hunt/Lascaris Johannesburg	Alexandra Township	International Organisation For Migration	Counter Human Trafficking	Campaign Gold
	FOXP2	Evidence Bag	Brandhouse	Drive Dry	Silver
	Y&R South Africa	Luggage Tags	Virgin Atlantic Airways	JHB-LDN Special Offer	Bronze
Advertising: Online Internet Advertising	MEMAC Ogilvy & Mather	RESIZE-A-ROOM	IKEA	IKEA	Silver
	Net#work BBDO	'Loading bar' for Merc SLS-AMG	Mercedes Benz	SLS-AMG	Bronze
	MEMAC Ogilvy & Mather	SWEET TWEETS BY U	KRAFT FOODS	TOBLERONE	Bronze
	Gloo Digital Design	night vision	bmw	night vision	Bronze
Advertising: Mobile Advertising	Gloo Digital Design	juicy details	cosmopolitan magazine	cosmo mobisite	Bronze
Advertising: Advertising Mixed-Media Campaign	Black River F.C.	Visitors	Nando's	Nando's Chicken Restaurants	Campaign Bronze
	Draftfcb Johannesburg	Buddy	Toyota	Various	Campaign Bronze
	King James	Alan Gray Legend Campaign	Alan Gray	Alan Gray	Campaign Gold
	Lowe Bull Johannesburg	The Right Colour Matters	MEDAL PAINTS	MEDAL PAINTS	Campaign Bronze
	King James; Atmosphere Communications; +one; Mhemonic	The Campaign for The You Know What	kulula.com	kulula.com	Campaign Gold
Advertising: Print Crafts - Art Direction	McCann Erickson	Where Diets Go To Die - Boys	The Patisserie	The Patisserie	Campaign Craft Gold
Advertising: Print Crafts - Writing For Advertising	Ogilvy Johannesburg	Lennon	Exclusive Books	History Section	Campaign Craft Certificate
Advertising: Print Crafts - Photography	McCann Erickson	Where Diets Go To Die - Girls	The Patisserie	The Patisserie	Campaign Craft Gold
	Clive Stewart Photography	Aziz	Microsoft	Xbox 360 - Resident Evil 5	Campaign Craft Certificate
Advertising: Print Crafts - Illustration	FOXP2	Spacerless Screecher	Brandhouse	Responsible Drinking - Puza Kahle	Campaign Craft Certificate
	Draftfcb Johannesburg	Handbag 2	Lexus	Keyless Entry	Campaign Craft Certificate
Communication Design: Brand Identity & Collateral Design - Logos	Hello World	The Impossible Logo	Internet Solutions	Internetix 09	Silver
	Switch	Mster and Mssis	Mster and Mssis Wedding Stationery Design	Wedding Stationery Design	Bronze
	Joe Public	Art for AIDS Logo	Art for AIDS	Art for AIDS	Bronze
	Draftfcb Cape Town	80 Years of Santam Agriculture	Santam	Santam Agriculture	Bronze
Communication Design: Brand Identity & Collateral Design - Identity Programmes	Switch	Mdstream Nursery	Mdstream Nursery	Mdstream Nursery	Campaign Bronze
	Switch	Mster and Mssis	Mster and Mssis Wedding Stationery Design	Wedding Stationery Design	Campaign Bronze
	Grid Worldwide Branding	SLOW Lounge	Comair/British Airways	The Lounge for Extremely Busy People	Campaign Silver
	Grid Worldwide Branding	NATION BRANDING	BRAND SOUTH AFRICA	BRAND SOUTH AFRICA	Campaign Bronze

Communication Design: Brand Identity & Collateral Design - Posters & Billboards	Switch	Official 2010 FIFA World Cup Poster	FIFA	2010 FIFA World Cup	Gold
	disturbance	Here and There	them-and-us	them-and-us	Silver
	TBWA\Hunt\Lascaris Johannesburg	An INVITATION to a TWO MILLION year old event	Standard Bank	Private Clients - Lenticular Poster	Bronze
	Joe Public	Art for AIDS Exhibition Poster	Art for AIDS	Art for AIDS	Bronze
Communication Design: Brand Identity & Collateral Design - Direct & Promotional Mail	Joe Public	Spark Hope	Rock4AIDS	Rock4AIDS	Silver
	It's a Go! Communications	The Donn Sterlitzia	Saint-Gobain	DONN UltraSTEEL	Bronze
	Ireland/Davenport	Get a New Perspective on History	Ditsong: Museum of Military History	Ditsong: Museum of Military History	Bronze
	Breinstorm Brand Architects	AOD Competition overview	Antalis Art Of Design	Full Entry Kit	Bronze
Communication Design: Brand Identity & Collateral Design - General Collateral	Grid Worldwide Branding	SLOW Coasters	Comair/British Airways	The Lounge for Extremely Busy People	Silver
	Joe Public	Clover Cooking Calendar 2010	Clover	Selected Clover Products	Silver
	The Jupiter Drawing Room (South Africa)	Superstars Portfolio	Interactive Africa	Design Indaba 13	Bronze
	Grid Worldwide Branding	SLOW Calendar	Comair/British Airways	The Lounge for Extremely Busy People	Bronze
Communication Design: Three Dimensional & Environmental Design - Architecture & Interior Design	Boogertman+ Partners Architects	National Stadium - The Melting Pot	National Stadium	National Stadium	Grand Prix
	Grid Worldwide Branding and Nike Design Team	NIKE FOOTBALL	NIKE	FOOTBALL TRAINING CENTRE SOWETO	Gold
	Tonic Design; Grid Worldwide Branding	S L O W	Comair/British Airways	S L O W Lounge	Gold
	studioMAS architecture & urban design	Completing the Art[s] Experience	Circa Gallery	Circa on Jellicoe	Silver
	OCA Architects	Freedom Park Phase 2	Freedom Park	Museum	Bronze
	Coley Porter Bell South Africa	Gausshaus	Grolsch	Old MacDaddy Airstream	Bronze
	mister walker	recycled offices	mister walker	design studio	Bronze
	life	light; bright; easy; breezy, Tasha's designer eateries	tashas	Tasha's designer eateries	Bronze
Communication Design: Three Dimensional & Environmental Design - Environmental Graphics	Giant Films	Giant Google Pin	Giant Films	GIANT Headquarters: Giant Google Pin	Silver
	King James RSVP	Johnnie Walker Black Label Whisky Stand	Brandhouse	Johnnie Walker Black Label Whisky	Silver
	The Jupiter Drawing Room (South Africa)	Superstars Sculpture	Interactive Africa	Design Indaba 13	Bronze
Communication Design: Three Dimensional & Environmental Design - Package & Industrial Design	JWT Cape Town	Where Afro Meets Preppy	Smirnoff	Smirnoff Triple Distilled; Smirnoff Storm; Smirnoff Spin	Campaign Bronze
	Cross Colours	Nando's Restaurant Take-Away Packaging	Nando's	Nando's	Silver
	Steinhobel Design	Coke bottle Soccer series	Coca-Cola	Coke International Soccer series 250ml non refillable bottle	Silver
	Coley Porter Bell South Africa	La Capra Festival	Fairview	La Capra	Silver
Communication Design: Publication Design - Book, Magazine & Newspaper Design	disturbance; Noel Pretorius	them-and-us	them-and-us	them-and-us	Gold
	Twoshoes	Cooked In Africa	Cooked In Africa	Cooked In Africa / Penguin	Silver

	The Jupiter Drawing Room (South Africa)	Design Indaba Superstars Pop-up Magazine Cover	Interactive Africa	Design Indaba 13	Bronze
Communication Design: Publication Design - Annual Reports, Brochures & Technical Literature	Grid Worldwide Branding; Nike Design Team	NIKE FOOTBALL	NIKE	FOOTBALL TRAINING CENTRE SOWETO	Silver
	The Jupiter Drawing Room (South Africa)	Design Indaba Trump Card Programme	Interactive Africa	Design Indaba 13	Bronze
Communication Design: Design Mixed-Media Campaign	Grid Worldwide Branding; Tonic Design	SLOW Lounge	Comair/British Airways	The Lounge for Extremely Busy People	Grand Prix
	The Jupiter Drawing Room (South Africa)	Creative World Cup	Interactive Africa	Design Indaba	Campaign Silver
	Cross Colours	Nando's Restaurant Packaging Campaign	Nando's	Nando's	Campaign Bronze
Communication Design: Design Crafts - Photography	McCann Erickson	Big Mother Truckers	Isuzu Truck	F Series	Craft Certificate
Communication Design: Design Crafts - Writing	Varder Hulsbosch	The tablet wants to escape	Peers and Fisher	Peers and Fisher	Campaign Craft Certificate
	Joe Public	Clover Cooking Calendar 2010	Clover	Selected Clover Products	Craft Gold
	TBWA\Hunt\Lascaris Cape Town	Autobiography In The Making.	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris	Craft Certificate
Communication Design: Design Crafts - Illustration	Hello World	Let's eat Grandpa: One invite. Two parts. Seven stories.	Let's eat Grandpa Insights Agency	Let's eat Grandpa Insights Agency	Craft Certificate
Communication Design: Design Crafts - Typography	Coley Porter Bell South Africa	Balancing Act Typography	Fairview	La Capra	Craft Certificate
Experiential: Direct & Promotional Print - Flat Media	King James RSVP	Alan Gray Student 40 Year Diary Planner	Alan Gray	Alan Gray	Bronze
Experiential: Direct & Promotional Print - Dimensional Mail	Joe Public	Maize	Brothers for Life	Brothers for Life	Campaign Silver
	Hello World	Samsung B2100	Samsung	Samsung B2100	Bronze
Experiential: Direct & Promotional Print - Newspapers/Magazines/Inserts	DDB Cape Town	Words	Velocity Films	Velocity Films	Bronze
Experiential: Alternative Media & Field Marketing	FOXP2	Bale	Brandhouse	Brandhouse Drive Dry	Silver
	Ogilvy Cape Town	Underwater Broadcast	National Sea Rescue Institute	NSRI - Recruitment	Silver
	Y&R South Africa	Need for speed?	Microsoft	XBox360	Bronze
	Grey South Africa	Scooter	Aquafresh	Interdental Toothbrush	Bronze
	Ogilvy Cape Town	Goodbye Citi	Volkswagen	Citi	Bronze
Experiential: In-Store	Ogilvy Johannesburg	Nuts	Exclusive Books	Exclusive Books	Campaign Silver
	JWT Johannesburg	Brussel Sprouts with Garlic	Nestle Ice Cream	Nestle Country Fresh	Campaign Bronze
	FOXP2	Global Thermometer	8 ink media	National Geographic Kids Magazine	Bronze
	Joe Public	New Wife & Mom Brochure	Tracker	Tracker	Bronze
Experiential: TV Infomercials	The Jupiter Drawing Room (South Africa)	Bells	Brandhouse	Brandhouse Whisky	Campaign Gold
Experiential: Digital - Website	STONEWALL+	Stonewall+ Website	Stonewall+	Stonewall+	Bronze
Experiential: Digital - Microsite	Gloo Digital Design, Joe Public	magic moments	Magic Moments Football Club	magic moments	Gold
	Quirk eMarketing, HelloComputer, Conduit	Harry Potter Tweet	Warner Brothers	Harry Potter and The Half Blood Prince	Silver
	Ogilvy Cape Town, HelloComputer	Goodbye Citi	Volkswagen	Citi	Bronze
	HelloComputer	Continental Power of Stop	Continental	ContiSportContact? 5 P	Bronze
Experiential: Digital - Mobile	Cow Africa	Temper Test	Lipton	Lipton Ice Tea	Silver

	HelloComputer	Continental Power of Stop	Continental	ContiSportContact? 5 P	Bronze
Experiential: Digital - Viral	Hello World	THE RANSOM WEBSITE (or TURNING TYPOS INTO CHARITY)	Yuppiechef	Yuppiechef	Gold
	Etiket	My Buurvrou	Sondag	Sondag Subscription Campaign	Silver
	Mesh	Catch your friends out!	Vodacom	Broadband Leadership	Silver
	Gloo Digital Design	Journey	BMW	X1	Silver
	Gloo Digital Design	love birds	Woolworths	valentines promotion	Bronze
	Gloo Digital Design	love equals football blog	PUMA	love equals football blog	Bronze
Experiential: Digital - Applications	Pixel Project	uMgungundlovu Multimedia Centre - Interactive Table	uMgungundlovu Multimedia Centre	uMgungundlovu Multimedia Centre - Interactive Table	Gold
	Pixel Project	Liliesleaf People Map	Liliesleaf Trust	Liliesleaf People Map	Silver
	Wireframe Studio, Formula-D Interactive	Timeline	Museum of Science & Technology of Islam	Multi-touch Timeline Table	Silver
Experiential: Digital Mixed-Media Campaign	Ogilvy Cape Town	Goodbye Citi	Volkswagen	Citi	Campaign Silver
	Gloo Digital Design, Joe Public	magic moments	Magic Moments Football Club	magic moments	Campaign Bronze
	Gloo Digital Design	SAT 2010	South African Tourism	SAT 2010	Campaign Bronze
	AquaOnline	Let's go 2010!	MTN	MTN Let's go 2010!	Campaign Bronze
Experiential: Digital Crafts	Wireframe Studio, Formula-D Interactive	MOSTI	Museum of Science & Technology of Islam	Museum of Science & Technology of Islam	Craft Gold
	HelloComputer	Continental Power of Stop	Continental	ContiSportContact? 5 P	Craft Certificate
	Gloo Digital Design, Joe Public	magic moments	Magic Moments Football Club	magic moments	Craft Certificate
Experiential: Internal Marketing Programmes	FOXP2	Monsters	Brandhouse	Brandhouse Responsible Drinking - Puza Kahle	Campaign Bronze
Experiential: Strategic Crm Programmes	King James RSVP; +one	Steri Stumpie Welcome to the Flavournation	Parmalat South Africa	Steri Stumpie Flavoured Milk	Campaign Bronze
	Trigger	WRITE THE FUTURE	NIKE	FOOTBALL APPAREL; EQUIPMENT; FOOTWEAR	Campaign Gold
Experiential: TV Channel Branding & Identity	MagicFactory	MK Ales	MK	MK	Silver
	Gloo Digital Design; Net#work BBDO Cape Town	TopTV on-air identity phase 2	Top TV	Identity Package	Bronze
Experiential: TV Content & Station Promos	Studio Zoo	Music to your ears	DStv	DStv's bouquet of channels	Silver
Experiential: Non-Broadcast Video & Film	Ogilvy Johannesburg	Neighbours	POWA	POWA	Gold
	Ogilvy Johannesburg	Chain mail	Exclusive Books	Exclusives.co.za - E mail for Dummies	Silver
	Ogilvy Johannesburg	It's Getting Hot in Here	OXFAM	Global Warming Petition	Bronze
	Mesh	The Kiss	Vodacom	Broadband Leadership	Bronze
Experiential: Live Events	VW Group	2010 Fifa World Cup Closing Ceremony	World Cup Local Organising Committee	2010 Fifa World Cup Closing Ceremony	Grand Prix
	Ogilvy Cape Town	Goodbye Citi	Volkswagen	Citi	Campaign Silver
	/A WORD OF ART	THREE STORIES	adidas Originals (Global)	Celebrate Originality WC campaign	Campaign Silver
	Atmosphere Communications; Hammer	ghd Revelations	ghd	ghd Stylers and Hair Products	Campaign Bronze
Experiential: Mixed-Media Campaign	Black River F.C.	6 Colours to Stand By	Mini	MINI Brand	Campaign Bronze

	The Jupiter Drawing Room (South Africa)	Scotland from Home	Brandhouse	Brandhouse Whisky	Campaign Silver
	Ogilvy Cape Town	Goodbye Citi	Volkswagen	Citi	Campaign Gold
Experiential: Crafts - Animation & Special Visual Effects	Black River F.C.	50 Years	Mni	Mini Cooper	Craft Certificate
	Wicked Pixels, Gloo Digital Design	Top TV Idents - P2	TOP TV	Idents Live	Craft Certificate
Experiential: Crafts - Direction	Bouffant	Koos	ABSA	ABSA L'Atelier	Craft Gold
Experiential: Crafts - Music & Sound Design	Draftfcb Durban	Don't touch me on my studio	Freqncy	Freqncy	Craft Certificate
	Studio Zoo	Music to your ears	DStv	DStv's bouquet of channels	Craft Certificate
Integrated Campaign & Ubuntu Award: Through The Line Communication	The Jupiter Drawing Room (South Africa)	Creative World Cup	Interactive Africa	Design Indaba	Campaign Bronze
	TBWAIHuntLascaris Johannesburg	A History Forgotten. A Future Lost.	Apartheid Museum	Apartheid Museum	Campaign Bronze
	Metropolitan Republic; The Jupiter Drawing Room (South Africa); Octagon; Aqua Online	MTN 'Ayoba'	MTN	MTN FIFA sponsorship	Campaign Gold
Integrated Campaign & Ubuntu Award: Ubuntu Award	Matchboxology	Levi's Red 4 Life	Levi's	HIV prevention	Gold
	Net#work BBDO	Shout	Shout	Shout	Bronze
	Ogilvy Johannesburg	Add Hope	KFC	KFC CSI campaign	Bronze
	Y&R South Africa	Umshini Wakho	Art SA Magazine & Gun Free SA	Anti Gun Crime Awareness	Bronze
	Net#work BBDO Cape Town	Dreamfields	The Dreamfields Project	Dreamfields	Bronze
Student Awards: TV & Cinema Commercials	Red And Yellow School	Big Sound	Scull Candy	Earphones	Silver
	Cityvarsity	Otees Too Good to Wait	Otees	Otees Cereal	Silver
	Red And Yellow School	Google Earth	HTH	HTH Pool Cleaner	Bronze
Student Awards: Video, Film & Motion Graphics	The Open Window School of Visual Communication	VLAD	Mad the Movie	N/A	Silver
	Tshwane University of Technology	freedom?	south african	south african youth	Bronze
Student Awards: Film & Video Crafts - Direction & Cinematography	AFDA Film School	In A Time Without Love	In A Time Without Love	In A Time Without Love	Craft Certificate
Student Awards: Radio Commercials	AAA School of Advertising	Antique Store	Cape Ads	Corporate	Campaign Bronze
	Vega the Brand Communications School Jhb	Rihanna	Student Life Magazine	Student Life Magazine	Bronze
Student Awards: Newspaper & Magazine Advertising	Red And Yellow School	Mr.T	Head&Shoulders	Anti-Hair Loss Shampoo	Campaign Bronze
	AAA School of Advertising Cape Town	Vending machine	Formula One Hotels	Corporate	Campaign Bronze
	AAA School of Advertising	Leatherman_lock	Leatherman	Leatherman	Campaign Gold
	Red And Yellow School	Attraction	Stabilo	Highlighters	Silver
	Red And Yellow School	Boys	Canon	D10 Underwater Camera	Bronze
	AAA School of Advertising	Pocket sized hero / Batman	Leatherman	Leatherman	Bronze
Student Awards: Posters & Billboards	North-West University	Fn Kettie (Fan Slingshot)	MK	BruceLee	Bronze
	North-West University	Cosmetic Testing on Animals	Cruelty to Animals	Cosmetic Testing on Animals	Bronze
	Vega The Brand Communications School	Fstr	Metro Newspapers	Metro Newspapers	Bronze
	AAA School of Advertising	Elastoplast - crack	Elastoplast	Elastoplast	Bronze
Student Awards: Outdoor, Ambient Media, Alternative Media & Field Marketing	AAA School of Advertising	Anti-Rape ? Unwilling Undress.	POWA	POWA	Silver

Student Awards: Design - Logos And Identity Programmes	AAA School of Advertising	Alwaysmonday	Alwaysmonday design and Illustration studio	AlwaysmondayCI	Silver
	North-West University	The Curiously Creative Contortionist	Self	The Curiously Creative Contortionist	Bronze
	greenside design center college of design	Urban Beef	Urban Beef	Corporate Identity and CI manual	Bronze
Student Awards: Collateral Design	AAA School of Advertising	NATIONAL GEOGRAPHIC CALENDAR	NATIONAL GEOGRAPHIC	CALENDAR	Gold
Student Awards: Three Dimensional, Environmental & Package Design	Vega The Brand Communications School	Murder 101	Playstation	Murder 101	Bronze
	Stellenbosch Academy of Design and Photography	Honey	Diesel	Diesel Camping	Bronze
	Stellenbosch Academy of Design and Photography	Six Pack	Bussard	Bussard	Bronze
	greenside design center college of design	Luminant	Luminant	Luminant - Illuminated Intersection	Bronze
	greenside design center college of design	Lunar Light	exterior lighting concept	Lunar Light	Bronze
Student Awards: Publication Design	North-West University	Circus	ISTD	Ten Things you should know about the circus	Silver
	North-West University	Dissecting dislikes	Self	Dissecting dislikes	Silver
	Vega the Brand Communications School Jhb	interconnected	Orion Books	HG Wells novels	Bronze
	AAA School of Advertising	Cycadophyta	Cycadophyta	Cycadophyta Magazine	Bronze
	AAA School of Advertising	The Practice of the Presence of God	Book by: Brother Lawrence	Book Design	Bronze
Student Awards: Digital Media	Vega The Brand Communications School	The First Edition	Matt Dippenaar	Matt Dippenaar	Silver
	North-West University	Helene Botha Portfolio	Helene Botha	Portfolio	Bronze
Student Awards: Mixed-Media Campaign	Vega The Brand Communications School	Their News vs The News	Metro Newspapers	Metro	Silver
	North-West University	More than just Milk	Clover	Long Life Milk	Bronze
	North-West University	Headhunt	Brand Council South Africa	Think Ahead Awards	Bronze
Student Awards: Print & Design Crafts - Writing	Vega the Brand Communications School Jhb	fortywords	Self Promotion	Self Promotion	Craft Gold
Student Awards: Print & Design Crafts - Illustration	AAA School of Advertising	10 Things You Should Know About: Sport	10 Things you should know about	The Cheaters of Sport	Craft Gold
	AAA School of Advertising	Onwards!	The Friends of the International Esperanto Society.	Onwards! The International Esperanto Society's 1929 Franz Josef Land Expedition.	Craft Gold
Student Awards: Print & Design Crafts - Typography	AAA School of Advertising	Letris Display Type.	Brand: Fontshop	Display typeface	Craft Certificate
	greenside design center college of design	Typography Design	Grafting	Grafting	Craft Certificate

All the winners can be viewed on the Loeries website, as well as full credit information for each entry.

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