

232 Loeries awarded

This year, the 45 edition of the Loeries, saw 232 Loeries awarded, out of 2,100 entries.

 By Danette Breitenbach ^{9 Oct 2023}



Source: Gallo Images <https://www.loeries.com/gallo-images/> Gallo Images Ogilvy won a total of 16 Loeries at the 45 Loeries

The 45th Loerie Awards took place this past week 2 - 6 October, rewarding creative work across 17 categories. A total of 619 brands were represented by 219 agencies, from 18 countries across Africa and the Middle East, with 18% of entries from outside of South Africa.

The entries were judged by over 170 jury members who awarded five grand Prix, 17 Gold Loeries, three Campaign Golds, 49 Silver Loeries, 8 Campaign Silvers, 77 Bronze Loeries, 16 Campaign Bronze, 12 Craft Gold, three Craft Gold.

Ogilvy SA was named Agency of the Year and Ogilvy was named Regional Agency of the Year was also took home two Grand Prix and three gold Loeries, and a total of 16 Loeries.

Grand Prix were awarded to FP7 McCann, Impact BBDO and The Odd Number.

Publicis Groupe took home two Gold Loeries.

Grid Worldwide, Grey Advertising, Scanad, The Animation School, the Red & Yellow School, North West University, TBWA/Hunt Lascaris, The Star Company, FP7 McCann, Impact BBDO, Joe Public, Joe Public United, and VMLY&R all took home a Gold Loeries.

Impact BBDO took home 19 Loeries, Joe Public 17, Publicis Group 16, and TBWA/Hunt Lascaris 13.



LOERIES CREATIVE WEEK

#Loeries2023: Ogilvy SA named Agency of the Year

7 Oct 2023

All winners

Brand Identity & Collateral Design - Logos					
Prize	Entry agency	Country	Brand	Title	Product
Silver	Grid Worldwide	South Africa	FNB	FNB Rebrand	Financial Services
Bronze	Start Having Impact From Today (Pty) Ltd t/a SHIFT	South Africa	SHIFT	SHIFT	Brand Identity
Brand Identity & Collateral Design - Identity Programmes					
Bronze	Grid Worldwide	South Africa	FNB	FNB Rebrand	Financial Services
Graphic Design - Posters & Environmental Graphics					
Campaign Bronze	Grid Worldwide	South Africa	ZIOUX	ZIOUX BREAK FREE	RESTAURANT
Graphic Design - General Design					
Bronze	RAPT Creative	South Africa	Heineken	Live from the Sunny Side	Sol
Bronze	Publicis Groupe	United Arab Emirates	Always	Not Hot Periodwear	Always / Feminine Care pads
Graphic Design - Package Design					
Gold	Grid Worldwide	South Africa	Inverroche	Bee&Bee	Inverroche Classic
Publication Design					
Gold	Publicis Groupe	United Arab Emirates	Home Centre	Unseen Tears	Retail Furniture
Silver	Ogilvy South Africa	South Africa	DStv and University of Cape Town	#StoriesFromTheAshes - Book	University of Cape Town Library
Design - Motion Graphic Design					
Bronze	Wicked Pixels	South Africa	Nedbank	Nedbank Brand Campaign 2022	Banking
Bronze	Wicked Pixels	South Africa	Allianz & IPC	Destroy Your Day 1 #MoveNow	Paralympics
Design - Design for Digital					
Silver	MakeReign & Dentsu Creative	South Africa	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Design - Interior Design & Temporary Structures					
Silver	National Sea Rescue Institute	South Africa	National Sea Rescue Institute	Survival Swimming Centres	Survival Swimming Centres
Bronze	Ogilvy South Africa	South Africa	Volkswagen South Africa	The Blind Spot	Automotive Products
Design - Industrial & Product Design					
Gold	FP7 McCann	United Arab Emirates	Heinz	Ketch-Up & Down	Heinz
Design Mixed-Media Campaign					
Silver	Saatchi & Saatchi ME	United Arab Emirates	Kinokuniya	Time To Read	Book Store
Bronze	Grid Worldwide	South Africa	Inverroche	Bee&Bee	Inverroche Classic
Bronze	dentsu Creative	South Africa	ABINBEV	RECLAIM YOUR DNA	TROPHY STOUT
Bronze	Grid Worldwide	South Africa	FNB	FNB Rebrand	Financial Services
Bronze	Publicis Groupe	United Arab Emirates	Transparency International - Lebanon	The Currency of Corruption	Anti Corruption NGO
Bronze	Saatchi & Saatchi ME	United Arab Emirates	Oreo	Oreo & Friends	Oreo & Friends
Design Crafts - Photography					
Craft Certificate	Publicis Groupe	United Arab Emirates	Home Centre	Unseen Tears	Retail Furniture
Design Crafts - Writing for Design					

Craft Certificate	Clockwork Digital (Pty) Ltd	South Africa	Laphroaig	Laphroaig - Say It In South African	Laphroaig Whisky
Design Crafts - Illustration					
Campaign Craft Certificate	dentsu Creative	South Africa	ABINBEV	RECLAIM YOUR DNA	TROPHY STOUT
Craft Certificate	Publicis Groupe	United Arab Emirates	Transparency International - Lebanon	The Currency of Corruption	Anti Corruption NGO
Design Crafts - Typography					
Craft Certificate	Impact BBDO	United Arab Emirates	adidas	Impossible	adidas
Digital - Web Browser-based Experience					
Silver	MakeReign & Dentsu Creative	South Africa	ABINBEV	#ReclaimYourDNA Virtual Museum Experience	Beer
Silver	Publicis Groupe	United Arab Emirates	K-Lynn	Self Check Out	Exclusive Lingerie
Bronze	Joe Public	South Africa	Chicken Licken	Gwijo Formations	Brand
Digital - Social Media Campaign					
Grand Prix	FP7 McCann	United Arab Emirates	Heinz	HeinzJack	Heinz
Campaign Gold	VMLY&R South Africa	South Africa	Vodacom	Vodacom Hearing Challenge	1
Bronze	Ogilvy South Africa	South Africa	KFC	Eat Chicken For Breakfast	KFC
Bronze	Accenture Song	South Africa	POWA	A Father's Voice	NGO
Bronze	Publicis Groupe	United Arab Emirates	ABAAD Resource Center for Gender Equality	Dirty Laundry	Gender Equality NGO
Bronze	FP7 McCann	United Arab Emirates	Testicular Cancer Society	Wall Street Balls	Brand
Digital - Applications, Games & Interactive tools					
Bronze	Impact BBDO	United Arab Emirates	Lay's	Cinema Crunch Hack	Lay's
Digital - Data Driven Campaign					
Silver	X3M Ideas	Nigeria	The Extra Step Initiative	THE SOOT LIFE EXPECTANCY	The Extra Step Initiative
Bronze	Ogilvy South Africa	South Africa	SAB (ABINBEV)	The Foam Knows	Carling Black Label
Digital - Use Of Influencers					
Campaign Silver	Joe Public	South Africa	Chicken Licken	Gwijo Avenue	Brand
Silver	Saatchi & Saatchi ME	United Arab Emirates	Visa	Graduation Ceremony	Visa
Digital - Use of AI					
Campaign Gold	TBWA Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Bronze	MullenLowe MENA FZ LLC	United Arab Emirates	Aurora50	Fixing the bAIs	Social Enterprise creating inclusive workplaces
Digital - Use of Metaverse, AR and VR					
Silver	King James Group (part of Accenture Song)	South Africa	Sanlam	Li:FE of Confidence	Group Brand
Digital - Games & Gamification					
Bronze	Accenture Song	South Africa	WESGRO	Play before you stay	Western Cape Tourism
Digital Crafts - User Experience Design					
Craft Certificate	MakeReign & Dentsu Creative	South Africa	ABINBEV	#ReclaimYourDNA Virtual Museum Experience	Beer

Digital Crafts - Writing					
Campaign Craft Gold	Promise	South Africa	PPS	1883 William Anderson Soga Finding the Forgotten Graduate	Brand campaign
Digital Crafts - Use of Technology					
Craft Gold	TBWA\ Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Craft Certificate	Accenture Song	South Africa	WESGRO	Play before you stay	Western Cape Tourism
Digital Crafts - Music & Sound Design					
Craft Certificate	VMLY&R South Africa	South Africa	Vodacom	Vodacom Hearing Challenge	1
Craft Certificate	Promise	South Africa	PPS	Finding the Forgotten Graduate	Brand campaign
Craft Certificate	TBWA\ Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Craft Certificate	Joe Public United	South Africa	Chicken Licken	Gwijo Formations	Brand
Digital Crafts - Digital Design					
Craft Certificate	TBWA\ Hunt Lascaris	South Africa	adidas	The Impossible Billboard	FIFA World Cup x adidas 2022
PR & Media Communication Campaign					
Gold	Scanad	Kenya	Zeva	Stain Not Shame	Fashion
Silver	TBWA\Istanbul	Turkey	BirGün Newspaper	Suicide or Femicide?	Inverted Balcony
Bronze	Joe Public United	South Africa	Amnesty International	The Real Maternity Issue	Amnesty International
Bronze	Impact BBDO	United Arab Emirates	AnNahar Newspaper	Newspapers Inside The Newspaper	AnNahar Newspaper
Bronze	Impact BBDO	United Arab Emirates	LBCI	We Miss Lebanon	LBCI
Live Events					
Silver	Impact BBDO	United Arab Emirates	LBCI	We Miss Lebanon	LBCI
Live Activations					
Gold	Publicis Groupe	United Arab Emirates	McDonald's	The Drive Thru School	Food & Beverage
Silver	Joe Public United	South Africa	Nedbank	Reality Check	Investments
Bronze	Lobengula Advertising	South Africa	Old Mutual	Retirement Mall Activation	Retirement
Bronze	Ogilvy South Africa	South Africa	Pep	Changing Stations	Pep
Live Crafts					
Craft Certificate	Ogilvy South Africa	South Africa	Volkswagen South Africa	The Blind Spot	Automotive Products
Media Innovation - Single Medium					
Gold	VMLY&R South Africa	South Africa	Vodacom	Vodacom Hearing Challenge	1
Silver	Impact BBDO	United Arab Emirates	AnNahar Newspaper	Newspapers Inside The Newspaper	AnNahar Newspaper
Silver	Impact BBDO	United Arab Emirates	EBM	Schoolgirl Newscasters	Girls' education
Silver	Impact BBDO	United Arab Emirates	UN Women	Child Wedding Cards	UN Women
Bronze	Accenture Song	South Africa	WESGRO	Play before you stay	Western Cape Tourism
Bronze	TBWA\ Hunt Lascaris	South Africa	McDonalds South Africa	You Gotta Try It	Chicken Big Mac
Bronze	Scanad	Kenya	Zeva	Stain Not Shame	Fashion

Bronze	FP7 McCann	United Arab Emirates	Heinz	HeinzJack	Brand
OOH - Outdoor Media					
Bronze	Leo Burnett Beirut	Lebanon	Tide / P&G	Tide Brightens The Night	Tide - Overall brand
OOH - Direct Mail					
Silver	Impact BBDO	United Arab Emirates	UN Women	Child Wedding Cards	UN Women
OOH - Ambient					
Grand Prix	Ogilvy South Africa	South Africa	Volkswagen South Africa	The Blind Spot	Automotive Products
Silver	Saatchi & Saatchi ME	United Arab Emirates	Kinokuniya	Time To Read	Book Store
Silver	FP7 McCann	United Arab Emirates	Heinz	HeinzJack	Brand
Bronze	Grid Worldwide	South Africa	Inverroche	Bee&Bee	Inverroche Classic
Bronze	TBWA/Istanbul	Turkey	BirGün Newspaper	Suicide or Femicide?	Inverted Balcony
Bronze	Ogilvy	Kenya	Gertrude's Children's Hospital	The Harmacy	#DispoSafely
Bronze	Impact BBDO	United Arab Emirates	Yokohama Tires / Roads for Life	Shrine Saviors	Road safety
Bronze	Publicis Groupe	United Arab Emirates	McDonald's	The Drive Thru School	Food & Beverage
OOH Crafts - Art Direction					
Craft Gold	Ogilvy South Africa	South Africa	Volkswagen South Africa	The Blind Spot	Automotive Products
Craft Certificate	Saatchi & Saatchi ME	United Arab Emirates	Kinokuniya	Time To Read	Book Store
OOH Crafts - Typography					
Craft Certificate	Impact BBDO	United Arab Emirates	adidas	I'mpossible	adidas
Print - Print Advertising					
Grand Prix	Impact BBDO	United Arab Emirates	AnNahar Newspaper	Newspapers Inside The Newspaper	AnNahar Newspaper
Silver	Joe Public United	South Africa	Amnesty International	The Real Maternity Issue	Amnesty International
Bronze	The Odd Number	South Africa	Newzroom Afrika	Maboneng (Place Of Light)	Loadshedding
Bronze	FP7 McCann	United Arab Emirates	Clooney Foundation for Justice	HAIR IS NOT A CRIME	Clooney Foundation for Justice
Campaign Silver	Prodigious Africa	South Africa	Nestlé	Spider	Nescafé
Campaign Silver	Publicis Middle East	United Arab Emirates	Stellantis	Desert	Jeep
Campaign Silver	Joe Public	South Africa	Chicken Licken	Post Man	Secret Menu
Campaign Bronze	Ogilvy South Africa	South Africa	KFC	Risk it for the Taste - Drip	KFC
Campaign Bronze	Accenture Song	South Africa	Marmite	New & UNimproved	Marmite
Campaign Bronze	Joe Public	South Africa	POWA	Rape Portrait 1	Non Profit Organisation
Campaign Bronze	Impact BBDO	United Arab Emirates	Loto Libanais	Richer Rumors	Lottery
Print Crafts - Art direction					

Campaign Craft Certificate	Publicis Middle East	United Arab Emirates	Stellantis	Rocks	Jeep
Craft Certificate	Joe Public	South Africa	Chicken Licken	Post Man	Secret Menu
Craft Certificate	Publicis Groupe	United Arab Emirates	Home Centre	Unseen Tears	Retail Furniture
Radio Station Commercials					
Grand Prix	The Odd Number	South Africa	Budget Insurance	Have A Baby	Car Insurance
Gold	Grey Advertising	South Africa	Rand Merchant Bank	The 411 on ESG	Rand Merchant Bank
Bronze	Horizon FCB Dubai	United Arab Emirates	DHL	DHL Message Delivery	DHL Delivery
Bronze	Dalmatian Advertising	South Africa	Renault South Africa	TweeBuffels	Renault Tribes
Campaign Silver	TBWA\ Hunt Lascaris	South Africa	City Lodge Hotels	Family	City Lodge Hotels
Campaign Silver	Joe Public	South Africa	Chicken Licken	Mistaken Identity	EasyBucks Meals
Campaign Bronze	Ogilvy South Africa	South Africa	MultiChoice	Loadshedding Productions presents THE BALLAD OF ANTONY MANDIBLES	DStv App
Campaign Bronze	Joe Public	South Africa	Engen	At 5am...	Quickshop & Co
Internet & Mobile Audio Commercials					
Bronze	Joe Public	South Africa	Chicken Licken	Gwijo Formations	Brand
Branded Content Radio & Audio					
Gold	TBWA\ Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Silver	FP7 McCann	United Arab Emirates	Babysnap	Frequencies of Peace	Brand
Bronze	Joe Public	South Africa	Apartheid Museum	Uncensored Freedom	Brand
Bronze	Publicis Groupe	United Arab Emirates	Sound On	The Waterproof Playlist	Sound On Speaker
SA Non-English Radio Station Commercials					
Campaign Gold	Joe Public	South Africa	Chicken Licken	Mbappe	ChickyLicky
Campaign Silver	McCann Joburg	South Africa	Dettol	Small Big Things_u'H' OMOSHAYO	Bar Soap
Campaign Silver	Joe Public United	South Africa	Chicken Licken	Junior	Lunch Meal
Campaign Bronze	M&C Saatchi Abel	South Africa	Nando's	Babyshower	Nando's delivery
Campaign Bronze	Joe Public	South Africa	SAB (ABINBEV)	Episode 1	SAB SHARP
Campaign Bronze	Joe Public	South Africa	Nedbank	iBhubesi Eliphenduka iHhashi	Nedbank Children's Affinity
Radio Crafts - Direction					
Campaign Craft Certificate	TBWA\ Hunt Lascaris	South Africa	City Lodge Hotels	Road Trip	City Lodge Hotels
Campaign Craft Certificate	TBWA\ Hunt Lascaris	South Africa	Nissan South Africa	Nono's Surprise	Nissan Magnite
Radio Crafts - Writing					
Campaign Craft Gold	The Odd Number	South Africa	Budget Insurance	Have A Baby	Car Insurance
Craft Certificate	Grey Advertising	South Africa	Rand Merchant Bank	The 411 on ESG	Rand Merchant Bank
Radio Crafts - Music					

Craft Gold	FP7 McCann	United Arab Emirates	Babyshop	Frequencies of Peace	Brand
Radio Crafts - Performance					
Craft Certificate	Ogilvy South Africa	South Africa	MultiChoice	Loadshedding Productions presents THE BALLAD OF ANTONY MANDIBLES	DStv App
Craft Certificate	Saatchi & Saatchi ME	United Arab Emirates	LOGI Energy	The Right to Power: 47 seconds	Health Services
Radio Crafts - SA Non-English Writing					
Campaign Craft Gold	Boomtown	South Africa	AMillion Girls Foundation	Floods	AMillion Girls Foundation
Campaign Craft Certificate	McCann Joburg	South Africa	Dettol	Small Big Things_u'NI' OMOSHAYO	Bar Soap
Radio Crafts - SA Non-English Performance					
Campaign Craft Certificate	Joe Public United	South Africa	Chicken Licken	Junior	Lunch Meal
Radio Crafts - Use of Technology					
Craft Gold	TBWA\ Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Film - TV & Cinema Commercials - up to 90s					
Silver	MullenLowe South Africa	South Africa	Save the Children	Indololwane	Save The Children
Silver	Joe Public	South Africa	Chicken Licken	Popcorn Chicken Shaker	EasyBucks Meals
Silver	The Odd Number	South Africa	Tiger Brands	Always Eat'alian	Fatti's & Moni's
Bronze	Halo Advertising Pty Ltd	South Africa	Capital Legacy	Where There's No Will	Wills and Estate Services
Campaign Bronze	DUKE Advertising (Pty) Ltd	South Africa	D.H BROTHERS INDUSTRIES (PTY) LTD T/A WILLOWTON OIL & CAKE MILLS	Taste Nice. No Lies - Favourite	Sunshine D - Margarine
Campaign Bronze	The Odd Number	South Africa	Budget Insurance	Faf	Good South Africans
Campaign Bronze	Joe Public United	South Africa	Uber Eats	Deep-fried	Uber Eats
Campaign Bronze	Impact BBDO	United Arab Emirates	MNHD	The Athlete's Home	Clubside
Film - TV & Cinema Commercials - above 90s					
Grand Prix	Ogilvy South Africa	South Africa	KFC	Anything for the Taste	KFC
Gold	Joe Public	South Africa	Chicken Licken	Undefeated Since Forever	Brand
Silver	Accenture Song SA	South Africa	Capfin	The Matriarch	Personal loans
Silver	Publicis Groupe	United Arab Emirates	Home Centre	The Homecoming	Retail Furniture
Bronze	0307	South Africa	McDonald's	McDonald's SorryMbm	Restuarant & Fast Food
Bronze	Publicis Groupe	United Arab Emirates	Home Centre	The Creature	Retail Furniture
Film - Online Film - above 30s					
Silver	Ogilvy South Africa	South Africa	KFC	Eat Chicken For Breakfast	KFC
Silver	FCB Africa	South Africa	Western Cape Government	Hurt People, Hurt People	Film
Campaign Bronze	Joe Public	South Africa	SAB (ABINBEV)	Treehouse	Hansa Pilsener
Film - TV Trailers & Content Promos					
Bronze	Pitch Black Post	South Africa	Netflix	Bambelela Siyajika	iNumber Number

Film - Other Screens					
Bronze	Impact BBDO	United Arab Emirates	EBM	Schoolgirl Newscasters	Girls' education
Bronze	Accenture Song SA	South Africa	Capfin	The Matriarch	Personal loans
Film - Branded Content Film - Single					
Bronze	Iconic Agency	South Africa	Red Bull	(UN)CREDITED - The Story of Afro Dance	Red Bull Energy Drink
Film - Music Videos					
Gold	The Star Film Company	South Africa	Music Video	Disturbed 'Bad Man'	Music Video
Silver	Arcade	South Africa	Desire Marea	Be Free	Music Video
Silver	TBWA\ Hunt Lascares	South Africa	The Riky Rick Foundation	Stronger	Stronger
Film Crafts - Direction					
Craft Gold	Romance	South Africa	KFC	Anything for the taste	Kentucky Fried Chicken
Craft Certificate	DARLING FILMS (PTY) LTD	South Africa	Chicken Licken	There's a SoulSister in All of Us	Chicken Licken
Craft Certificate	Romance	South Africa	Chicken Licken	Big John, Ya' hunga forever	Big John burger
Craft Certificate	Romance	South Africa	Western Cape Government	Hurt People, Hurt People	Gender Based Violence
Craft Certificate	The Star Film Company	South Africa	Music Video	Disturbed 'Bad Man'	Music Video
Craft Certificate	0307	South Africa	Short Film no Brand association	The Little Match Girl	Short Film no advertising product
Craft Certificate	Romance	South Africa	Chicken Licken	Undefeated Since Forever	Chicken Licken
Film Crafts - Cinematography					
Craft Gold	0307	South Africa	Short Film - no brand association	The Little Match Girl	Short Film - no brand association
Film Crafts - Writing					
Craft Certificate	Joe Public	South Africa	Chicken Licken	Undefeated Since Forever	Brand
Film Crafts - Animation					
Craft Certificate	Wicked Pixels	South Africa	Samsung	Samsung Underwater Love	Galaxy S23 Ultra Phone
Film Crafts - Special Visual Effects					
Craft Gold	Romance	South Africa	Chicken Licken	Big John, Ya' hunga forever	Big John burger
Craft Certificate	Wicked Pixels	South Africa	Samsung	Samsung Underwater Love	Galaxy S23 Ultra Phone
Film Crafts - Best Use of Licenced Music					
Craft Gold	Romance	South Africa	KFC	Anything for the taste	Kentucky Fried Chicken
Craft Certificate	DARLING FILMS (PTY) LTD	South Africa	Chicken Licken	There's a SoulSister in All of Us	Chicken Licken
Film Crafts - Performance					
Craft Gold	Romance	South Africa	KFC	Anything for the taste	Kentucky Fried Chicken
Craft Certificate	0307	South Africa	Short Film - no brand association	The Little Match Girl	Short Film - no product association
Craft Certificate	Publicis Groupe	United Arab Emirates	Home Centre	The Homecoming	Retail Furniture
Film Crafts - Use of Technology					
Craft Gold	The Star Film Company, Chocolate Tribe	South Africa	Disturbed	Disturbed Bad Man	Music Video
Film Crafts - Sound Design					
Craft Certificate	TBWA\ Hunt Lascares	South Africa	The Riky Rick Foundation	Stronger	Stronger
Integrated Campaign					

Gold	Ogilvy South Africa	South Africa	KFC	Anything for the Taste	KFC
Silver	Publicis Middle East	United Arab Emirates	Stellantis	The Call of Adventure	Jeep
Silver	Joe Public	South Africa	Chicken Licken	Undefeated Since Forever	Brand
Silver	Publicis Groupe	United Arab Emirates	Transparency International - Lebanon	The Currency of Corruption	Anti Corruption NGO
Bronze	MC SAATCHI ABU DHABI (CMS)	United Arab Emirates	BURGER KING KUWAIT	As good as the original	Plant-Based Range
Bronze	TBWA\ Hunt Lascaris	South Africa	The Riky Rick Foundation	Stronger	Stronger
Bronze	Havas Middle East	United Arab Emirates	adidas Superstars	Superstar Ravi	apparel
Bronze	Publicis Groupe	United Arab Emirates	ABAAD Resource Center for Gender Equality	Dirty Laundry	Gender Equality NGO
Bronze	Impact BBDO	United Arab Emirates	LBCI	We Miss Lebanon	LBCI
Social Impact Campaign					
Gold	Ogilvy South Africa	South Africa	SAB (ABINBEV)	Bread of the Nation	Castle Lager
Silver	Scanad	Kenya	Zeva	Stain Not Shame	Fashion
Bronze	Grid Worldwide	South Africa	Inverroche	Bee&Bee	Inverroche Classic
Bronze	dentsu Creative	South Africa	ABINBEV	RECLAIM YOUR DNA	TROPHY STOUT
Effective Creativity					
Gold	Ogilvy South Africa	South Africa	Volkswagen South Africa	Game On	Polo
Silver	Impact BBDO	United Arab Emirates	AnNahar Newspaper	The Elections Edition	AnNahar Newspaper
Silver	Impact BBDO	United Arab Emirates	TENA	Despair No More	TENA Incontinence Pads
Bronze	Ogilvy	Kenya	Roto Tanks	Lesso Lessons	Nutritional Guidance
Bronze	Saatchi & Saatchi ME	United Arab Emirates	UAE Government Media Office	Empty Plates	Charity
Service Design					
Silver	Impact BBDO	United Arab Emirates	Ghar Par / Indus Hospital	Waxing Lady Tutorials	Ghar Par
Bronze	MakeReign	South Africa	Woolworths	Introducing the most feature rich retail app in SA	Woolworths App
Student - Online Film, Short Film & Music Videos					
Silver	University of Pretoria	South Africa	N/A	The Sower	Title Sequence
Silver	Origo Film	South Africa	N/A	Winterslaap	Short Film
Bronze	University of Pretoria	South Africa	HBO	Seamless	Title Sequence for the 'Seamless' film
Student - Motion Graphic Design					
Gold	The Animation School (PTY) Ltd	South Africa	3D Animated Graduation Film	The Present	Graduation Film
Silver	The Animation School (PTY) Ltd	South Africa	3D Animated Graduation Film	Morsel	Graduation Film
Silver	The Animation School (PTY) Ltd	South Africa	3D Animated Graduation Film	Counting Sheep	Graduation Film
Silver	University of Pretoria	South Africa	University of Pretoria	The Tale of Logan Ninefingers	Title Sequence

Bronze	The Animation School (PTY) Ltd	South Africa	3D Animated Graduation Film	The Ocean's Child	Graduation Film
Bronze	Rachel van Zyl	South Africa	Wolf Winter	Wolf Winter	Title sequence for a book that has yet to be made into a film
Bronze	University of Pretoria	South Africa	N/A	Communication for Collaboration	Infomotion
Bronze	The Creative Academy	South Africa	None	That's the Idea	None
Student - Television, Film & Video Crafts					
Craft Gold	Origo Film	South Africa	N/A	Winterslaap	Short Film
Student - Radio Commercials & Branded Content					
Bronze	Red & Yellow Creative School of Business	South Africa	KLM	Coffee Shop	Fare sale
Student - Newspaper, Magazine, Tactical Print					
Campaign Bronze	IIE-Vega	South Africa	Crocs	16MB memory card	Shoes
Silver	Red & Yellow Creative School of Business	South Africa	Vespa	Zip-zip!	Scooters
Student - Indoor Posters					
Bronze	Stellenbosch Academy of Design and Photography	South Africa	Bang & Olufsen	A Sound as Beautiful as it Looks	Speaker
Student - Out of Home					
Silver	Red & Yellow Creative School of Business	South Africa	U Turn	City of Hope	NGO
Student - Logos and Identity Programmes					
Gold	North-West University	South Africa	SANParks	Guardians of Nature	National Parks
Bronze	Rachel van Zyl	South Africa	Nuvine	Nuvine, a new blend of tradition.	Organic wine branding
Student - General Design					
Silver	Stellenbosch Academy of Design and Photography	South Africa	Exclusive Books	Cinder	Calendar
Bronze	The Creative Academy	South Africa	Degas	Degas	Eatery
Bronze	The Creative Academy	South Africa	Polaroid	Days of our lives	Polaroid Emulsion Calendar Kit
Student - Architecture, Interior Design & Temporary Structures					
Silver	Greenside Design Center	South Africa	Own design	Milky way	Lighting design
Student - Publication Design					
Silver	Stellenbosch Academy of Design and Photography	South Africa	Personal Project	Family Fabrics	Handbound book
Silver	University of Johannesburg	South Africa	Braamfontein	Braamfontein	Pop-up Book
Silver	University of Pretoria	South Africa	N/A	Eight Thousand Feet	Illustrated Print Book
Bronze	University of Pretoria	South Africa	Information Design	(In) Stability	Book
Bronze	Stellenbosch University	South Africa	Modal	Sound Meets Design	Thesis Publication
Student - Package Design					
Gold	Red & Yellow Creative School of Business	South Africa	Babylonstoren	Melkert	packaging design
Bronze	Greenside Design Center	South Africa	Scrumchies	Scrumchies	Wasabi Nut Packaging
Bronze	Stellenbosch Academy of Design and Photography	South Africa	King Korn	Umqombothi brewing kit	Malted sorghum and maize meal
Student - Furniture Design					
Bronze	The Open Window	South Africa	NA	Stained Glass Top Table	Furniture Piece

Student - Digital Media					
Bronze	The Open Window	South Africa	NA	Rinauta Mobile Application	Mobile Application
Bronze	University of Pretoria	South Africa	University of Pretoria	Emoshi Monsters	Application
Young Creatives					
Gold	Joe Public United	South Africa	Bernice Puleng Mosala	Integrated Copywriter	
Student - Print & Design Crafts - Illustration					
Craft Gold	Red & Yellow Creative School of Business	South Africa	self promoting	Epilogue	Epublication
Craft Certificate	North-West University	South Africa	SANParks	Guardians of Nature	National Parks
Craft Certificate	Red & Yellow Creative School of Business	South Africa	self promoting	Trace	Epublication
Craft Certificate	Stellenbosch University	South Africa	Visual Narrative	Woman of the Sea	Visual Narrative
Craft Certificate	Cape Town Creative Academy	South Africa	None	Inner World Dreams	Self Promotional



LOERIES CREATIVE WEEK

#Loeries2023: First 3 Grand Prix awarded

6 Oct 2023

Summary table

Entry agency	Grand Prix	Gold	Silver	Bronze	Campaign Gold	Campaign Bronze	Campaign Silver	Craft Gold	Craft Certificate	Campaign Craft Gold	Campaign Craft Certificate	Total
0307				1				1	2			4
Accenture Song				3		1			1			5
Accenture Song SA			1	1								2
Arcade			1									1
Boomtown										1		1
Cape Town Creative Academy									1			1
Clockwork Digital (Pty) Ltd									1			1
Dalmatian Advertising				1								1
DARLING FILMS (PTY) LTD									2			2
dentsu Creative				2							1	3
DUKE Advertising (Pty) Ltd						1						1
FCB Africa			1									1
FP7 McCann	1	1	2	3				1				8
Greenside Design Center			1	1								2
Grey Advertising		1							1			2
Grid Worldwide		1	1	5		1						8
Halo Advertising Pty Ltd				1								1
Havas Middle East				1								1
Horizon FCB Dubai				1								1
Iconic Agency				1								1
IIE-Vega						1						1
Impact BBDO	1		8	6		2			2			19
Joe Public		1	2	3	1	5	3		2			17
Joe Public United		1	2	1		1	1		1		1	8
King James Group (part of Accenture Song)			1									1
Leo Burnett Beirut				1								1
Lobengula Advertising				1								1
M&C Saatchi Abel						1						1
MakeReign				1								1
MakeReign & Dentsu Creative			2						1			3
MC SAATCHI ABU DHABI (CMS)				1								1
McCann Joburg							1				1	2

MullenLowe MENA FZ LLC				1								1
MullenLowe South Africa			1									1
National Sea Rescue Institute			1									1
North-West University		1							1			2
Ogilvy				2								2
Ogilvy South Africa	2	3	2	4		2		1	2			16
Origo Film			1					1				2
Pitch Black Post				1								1
Prodigious Africa							1					1
Promise									1	1		2
Publicis Groupe		2	3	7					4			16
Publicis Middle East			1				1				1	3
Rachel van Zyl				2								2
RAPT Creative				1								1
Red & Yellow Creative School of Business		1	2	1				1	1			6
Romance								4	3			7
Saatchi & Saatchi ME			3	2					2			7
Scanad		1	1	1								3
Start Having Impact From Today (Pty) Ltd t/a SHIFT				1								1
Stellenbosch Academy of Design and Photography			2	2								4
Stellenbosch University				1					1			2
TBWA\ Hunt Lascaris		1	1	2	1		1	2	3		2	13
TBWA\Istanbul			1	1								2
The Animation School (PTY) Ltd		1	2	1								4
The Creative Academy				3								3
The Odd Number	1		1	1		1				1		5
The Open Window				2								2
The Star Film Company		1							1			2
The Star Film Company, Chocolate Tribe								1				1
University of Johannesburg			1									1
University of Pretoria			3	4								7
VMLY&R South Africa		1			1				1			3
Wicked Pixels				2					2			4
X3M Ideas			1									1
Total	5	17	49	77	3	16	8	12	36	3	6	232



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ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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