

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 Supertime 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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