

All the Effective Creativity finalists!

Finalists have been announced in the Loeries' Effective Creativity category, sponsored by Woolworths.

EFFECTIVE CREATIVITY			
Agency / Entrant	Title	Brand	Product
FOXP2	#OpenEyes	Ster-Kinekor	Ster-Kinekor Theatres
Impact BBDO Dubai	Give Mom Back Her Name	UN Women	Charitable Cause
Impact BBDO Dubai	Goodbye Bad Luck	La Libanaise Des Jeux	Loto Libanaise
Young & Rubicam	First Kiss	Western Cape Government	Safely Home
Ogilvy Cape Town	Amarok Test Drives for Good	Volkswagen South Africa	Volkswagen Brand
J. Walter Thompson	Laywagif	Saudi Telecom Company	Broadband
Young & Rubicam	OP45.2	Operation Smile	#OP45.2
Joe Public Pty Ltd	18+ Be the Mentor	South African Breweries Corporate	Anti-underage Drinking
Joe Public Pty Ltd	Drought Pack	Clover Pty Ltd	Fresh Milk
Ogilvy Cape Town	The Slave Calendar	Iziko Museums of South Africa	Iziko Slave Lodge Museum
Joe Public Pty Ltd	UFO	Clover Pty Ltd	FUTURELIFE

Loeries' Effective Creativity judges

- **Jury president:** Gareth Leck, group CEO and co-founder at Joe Public United, Johannesburg, South Africa
- **Regional judge:** Chrisna Basson, strategist at Weathermen & Co, Windhoek, Namibia
- **Regional judge:** Mathieu Plassard, CEO at Ogilvy & Mather Africa, Nairobi, Kenya
- Thabisa Mkhawanazi, Corporate affairs director at KFC, Johannesburg, South Africa
- Clive McMurray, MD at FCB, Durban, South Africa
- Kirsty Niehaus, internal communication and art manager at Nando's, Johannesburg, South Africa
- Jerry Mpufane, Group MD at M&C Saatchi Abel, Johannesburg, South Africa
- Enver Groenewald, CCM director at Unilever, Durban, South Africa
- Gerhard Sagat, head of strategy at DDB, Johannesburg, South Africa
- Heidi Brauer, CMO at Hollard, Johannesburg, South Africa
- Andrea Quaye, vice president: marketing Africa at AB-InBev, Johannesburg, South Africa
- Dale Tomlinson, CEO at The Hardy Boys, Durban, South Africa



#LadiesofLoeries: "Diversity is what makes us great" - Heidi Brauer

Leigh Andrews 16 Aug 2017



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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