

# All the Media Innovation finalists!

Finalists have been announced in the Loeries' Media Innovation category.

MEDIA INNOVATION - MEDIA CAMPAIGN			
Agency / Entrant	Title	Brand	Product
Halo Advertising Pty Ltd	More Music You Love	Jacaranda FM	Radio Station
J. Walter Thompson KSA	The Campaign That Never Saw The Light	Saudi Telecom Company	Coverage
King James Group	Sanlam Conspicuous Savers - Cosmopolitan Magazine	Sanlam	National Savings Month
Leo Burnett	The smart billboard	SAMSUNG	GEAR S3
MEDIA INNOVATION - SINGLE MEDIUM			
Bittersuite	Ancient Hawaiian Heritage	Sea Change	Sustainable cork poster
J. Walter Thompson	Dead Zone Radio	Organ Donor Foundation	Save 7 Lives
Net#work BBDO	smart x fashion	Mercedes-Benz	smart
Advantage Y&R	YOLO condoms awareness campaign	YOLO Condoms	Condoms
Impact BBDO Dubai	Switched On	Pepsico	7Up
King James II	Seeded Paper Vegetables	Food & Trees for Africa	Food & Trees for Africa
J. Walter Thompson	Unwanted Followers	Tabard	Mosquito & Insect Repellent
FCB Cape Town	Car Melanoma	Cansa	Cansa
Impact BBDO Dubai	Skip Friday 13	La Libanaise Des Jeux	Loto Libanaise
TBWAIRAAD	Skins of Peace	Amnesty International	Anti- Islamophobia initiative
TBWAIRAAD	The Promoticon	Mc Donald's	Mc Donald's
OGILVY & MATHER AFRICA	The World's Most Eligible Bachelor	O! Pejeta Conservancy	O! Pejeta Conservancy
Joe Public Pty Ltd	Luggage Tag	Society for Family Health	Max Condoms
NATIVE VML	Stop The Cycle - Fashion	HuffPost SA	HuffPost SA
Ogilvy Johannesburg	KFC Supertime Stories	KFC	KFC Family Bucket
Grey Advertising Africa (Pty) Ltd	Satellife	UJ EMS	UJ EMS
J Walter Thompson	Curb Kisser	Ford SA	Active Park Assist
J.Walter Thompson Casablanca	Flawlessness	enti.ma	Fashion and lifestyle online magazine
J.Walter Thompson Casablanca	THE UNCOVER VIOLENCE PRINT	enti.ma	Fashion and lifestyle online magazine
King James Group	UK'Shona Kwelanga	Sanlam	My Choice Funeral Plan
Hellocomputer	Insta-Mix	Pernod Ricard	Olmecca
Hellocomputer	The Unreadable Emailer	Pernod Ricard	The Glenlivet
Ogilvy Johannesburg	Ag Shem	MultiChoice DStv	DStv Explora
NATIVE VML	ABSOLUT ONE SOURCE ALBUM	ABSOLUT	ABSOLUT VODKA
Ogilvy Cape Town	Eligible Bachelor	Volkswagen South Africa	Volkswagen Genuine Parts

## Loeries' Media Innovation judges

- **Jury president:** Virginia Hollis, MD at Magnetic Connection, Johannesburg, South Africa
- **Regional judge:** Waithera Kabiru, digital marketing manager at Coca-Cola Central East & West Africa, Nairobi, Kenya
- **Regional judge:** Adaora Adheke, MD at Peacock Media, Lagos, Nigeria
- Kate Fordyce, head agency marketing at Woolworths, Cape Town, South Africa
- Ken Varejes, CEO at Nfinity, Johannesburg, South Africa
- Michelle Meyjes, group CEO at Group M, Johannesburg, South Africa
- Adelaide McKelvey, sales and marketing director at JC Decaux, Johannesburg, South Africa
- Bruce Williamson, MD at Universal McCann, Johannesburg, South Africa
- Simon Lloyd, director at Algorithm Agency, Johannesburg, South Africa
- Koo Govender, CEO at Dentsu Aegis, Johannesburg, South Africa
- Andile Kona, founder and MD at MediaMix360, Johannesburg, South Africa

- Molefi Thulo, creative director at Ogilvy & Mather, Johannesburg, South Africa



with... Virginia Hollis

Leigh Andrews 3 Jun 2016



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*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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