

All the media innovation finalists!

Finalists in the media innovation categories have been announced for the Loeries 2018.

MEDIA INNOVATION - MEDIA CAMPAIGN			
Agency / Entrant	Title	Brand	Product
TBWA\RAAD	Highway Gallery	Louvre Abu Dhabi	Louvre Abu Dhabi
TBWA\RAAD	Skins of Peace	Amnesty International	Campaign against Islamophobia
King James Group	2 Minute Shower Songs	Sanlam	2 Minute Shower Songs
VML South Africa (Pty) Ltd	Drop the Hint	American Swiss, The Foschini Group	Jewellery
Ogilvy Johannesburg	The World's First Baby Marathon	Kimberly-Clark	Huggies
Impact BBDO Dubai	The Hunger Proof Football Experience	Mars	Snickers
MEDIA INNOVATION - SINGLE MEDIUM			
SoulProviders Collective	See the bigger picture – World Aids Day	Centre for Communication Impact	World Aids Day
TBWA\Hunt Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Joburg Ballet
Ogilvy Cape Town & Ogilvy Africa	The OMO Book of Dirt	Unilever	OMO
DUKE	Like the beer? Buy the brewery	Garagista	For Sale Ale
Joe Public United	Your Business In Lights Billboard	AB InBev	SAB Entrepreneurship
Scanad	No Nation	Daily Nation	Newspaper
Joe Public United	Bill of Rights	Apartheid Museum	Apartheid Museum
Helocomputer & FCB Cape Town	5 questions to end bullying	Western Cape Government	Department of Education
Wunderman South Africa	Interview - The Instagram Interview	Investec	Investec
King James II	The Siemens Air Drop	Siemens	Siemens
Joe Public Ignite	Burning Billboard	Keepit100	Keepit100
Scanad	Culture Captcha	Kenya Tourism Board	Magical Kenya
Collective ID	IT Guys Strike Back	Standrad Bank	Standrad Bank
Ogilvy Johannesburg	Halloween Sleepover	DStv	DStv
Leo Burnett Israel	People Not Symbols	Access Israel	Easy Parking Access for Handicapped
Ogilvy Cape Town	Soccer Song for Change - Media	AB InBev	Carling Black Label
Leo Burnett	San Yang Vs Car	San Yang	Motorbike
M&C Saatchi Abel and The MediaShop	#rightmyname	Nando's	PERi-PERi Chicken
M&C Saatchi Abel	Hidden Heritage	Iziko Museums	Iziko Museums
Impact BBDO Dubai	Lucky Face	La Libanaise Des Jeux	Loto Libanaise

Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 16 to 19 August 2018. Keep an eye on our [Loeries Creative Week Durban](#) special section for all the latest updates.

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