

# All the 33rd annual Loeries winners

Here is the complete list of special, student and professional awards from the 33rd annual Loeries, held this weekend, 16-18 September 2011, at the Cape Town International Convention Centre on Cape Town. [[twitterfall](#)]



## Marketing Leadership and Innovation Award - Tracy Hirst, Allan Gray

In 2007 The Loerie Awards introduced the [Marketing Leadership and Innovation Award](#), which acknowledges an individual for his or her marketing achievements over an extended period of time. Each year, a shortlist is compiled, based on the success of brands over previous years at Loeries. This year the short list included the following brand leaders:

- Phumza Rengqe, Brandhouse
- Enzo Scarcella, Vodacom
- Tracy Hirst, Allan Gray
- Gidon Novik, kulula.com

"The Loeries committee reviewed each brand, as well as the individuals behind the brands, and it was clear that Tracy was personally involved in Allan Gray's brand success and has been an active contributor to the brand's market position in South Africa. As such, Tracy has been awarded the 2011 Marketing Leadership and Innovation Award - a worthy recipient and outstanding example of the leadership, dedication, loyalty and commitment to a brand that is required to do something special," comments Andrew Human, Loeries CEO.

## EMI Music Award - McCann Erickson for 8.ta's 'Emoticon Boy' TVC

EMI Music partnered with the Loeries this year to give a special prize for the best use of licensed music in advertising, which was presented to McCann Erickson for 8.ta's 'Emoticon Boy' TV Commercial.

The winning agency will receive a trip to one of the most famous recording studios in the world, Abbey Road Studios. This London-based studio is most notable for the innovative recording techniques adopted there by The Beatles in the 1960s.

## Vodacom Mobile Award - 140 BBDO, Native for 'Visi Covet' iPhone app

The [Vodacom Mobile Award](#), in partnership with Vodacom Mobile Media, recognises the growth of mobile devices as part of the marketing mix and rewards the most creative use of mobile media in the Internet, Mobile and Interactive category.

The award went to 140 BBDO and Native for the 'Visi Covet' iPhone application. The winner receives a special prize for the creative team, plus media space for the agency.

#### **Sappi Creative Use of Paper Award - Grid for Munken Book of Creation**

The winner of the 2011 [Sappi Creative Use of Paper Award](#) is Grid Worldwide Branding for the Munken Book of Creation. The award includes a special prize for the creative team, plus R30 000 worth of Sappi paper.

#### **Ubuntu Award, sponsored by Hetzner**

The [Ubuntu Award](#) was launched in 2010 to recognise brands contributing to social and environmental change. A Gold Loerie was awarded to The Jupiter Drawing Room Cape Town for its Woolworth's campaign. A Silver Loerie was also awarded in this category to Core Group for iSchoolAfrica Youth Press Team and Bronze award went to Ogilvy Cape Town for Kiwi's Takkie Brite Bozza Campaign.

#### **[SABC New Voice Award](#) for non-English Radio**

For the second consecutive year, Gold went to Drafftcb Johannesburg - this year the agency received the award for its Gidani Radio campaign. Silver went to TBWA\Hunt\Lascaris\Cape Town for Cinema Nouveau's 'Siembamba, Mamma se Aksieheld', and Bronze went to Drafftcb Johannesburg for Vodacom's 'Bua FM' campaign.

The winning creative teams receive all-inclusive luxury trips to the Mother City.

#### **ADreach StreetPole Award - Ogilvy Cape Town for Stimorol's 'Yoda'**

The [StreetPole](#) category, introduced this year for the first time, went to Ogilvy Cape Town for Stimorol's 'Yoda'.

The winner will automatically be entered into the outdoor advertising category at the Cannes Lions International Advertising Festival and receives an all-expenses-paid trip for two to the event in Cannes.

#### **Adams & Adams Young Creatives Award - Kenneth van Reenen and Sophia Strydom**

The [Young Creatives Award](#), sponsored by Adams & Adams attorneys for the first time this year, recognises outstanding achievement by talented individuals at the beginning of their careers.

This year, the award went to Kenneth van Reenen, copywriter at MetropolitanRepublic and Sophia Strydom, graphic designer at Joe Public. They each receive a Gold Loerie and an all-expenses-paid trip to an international award show.

#### **Creative Future Scholarship - Ayesha Daniels**

This year the scholarship was awarded to Ayesha Daniels from Gardens Commercial in the Western Cape.

Loeries initiated the Creative Future Scholarship in 2008 to encourage and enable creativity at grassroots level by assisting learners from a disadvantaged background to study brand communication at a tertiary institution. The scholarship covers just about everything - fees, study materials, accommodation and living expenses - plus offers mentorship and guaranteed employment in the communications industry.

Unlike other education funds, this programme goes to high schools across the country, builds awareness and seeks out talented individuals. Through this process, learners who would otherwise be unaware of the opportunities available are

brought into the creative industry.

Through the scholarship, Loeries aims to build awareness of the career opportunities available in the creative services sector and, in doing so, aid in the transformation of the sector.

## Student awards

This year, five Gold Loeries were awarded:

- Lubabalo Mtati, from the Nelson Mandela Metropolitan University, for his integrated campaign, 'Kultured: A way of learning'.
- Lodewyk Barkhuizen, from the Open Window School of Visual Communication, for his motion graphics film, 'The Well'.
- Ben Johnson, Nina Nelson and Warrick Sherrell, from AAA School of Advertising Cape Town, for their 'National Geographic Calendar'.
- Jolize Jacobs, from the Stellenbosch Academy of Design and Photography, for her Converse packaging, 'One size fits all'.
- Zelé Angelides, from the University of Johannesburg, for her publication, 'Kindle'.

One Craft Gold Loerie was awarded:

- Lubabalo Mtati, from the Nelson Mandela Metropolitan University for his poster campaign, 'Kultured'.

## All the professional winners

Loerie	Category	Sub-category	Brand	Title	Entry agency	Product
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	El Burro	El Burro Logo	Monday Design	El Burro
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	NOUWENS	NOUWENS Carpets	Grid Worldwide Branding	NOUWENS Carpets
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	Cross Colours Advertising	A Visual Language	Cross Colours	Cross Colours Advertising
Bronze	Communication Design	Brand Identity & Collateral Design - Logos	Watsons Chauffeurs	Chauffeurs	Joe Public	Watsons Chauffeurs
Campaign Silver	Communication Design	Brand Identity & Collateral Design - Identity Programmes	Cross Colours Advertising	A Visual Language	Cross Colours	Cross Colours Advertising
Campaign Bronze	Communication Design	Brand Identity & Collateral Design - Posters & Billboards	Hyundai South Africa	Hyundai Racing Decals	The Jupiter Drawing Room South Africa (Cape Town)	Hyundai i30
Campaign Bronze	Communication Design	Brand Identity & Collateral Design - Posters & Billboards	Roger Wolfson & Associates	Nope to Hope	Joe Public	Medical Orthotists and Prosthetics
Campaign Bronze	Communication Design	Brand Identity & Collateral Design - Posters & Billboards	HTH	HTH Chlorine Sanitiser	DDB South Africa	HTH Chlorine Sanitiser
Bronze	Communication Design	Brand Identity & Collateral Design - Posters & Billboards	Golden Cloud	I'm A Poster, Eat Me	TBWAHUNTLASCARIS JOHANNESBURG	Golden Cloud
Campaign Silver	Communication Design	Brand Identity & Collateral Design - Direct & Promotional Mail	kalahari.net	The Textbook Beer Burger Shoe	JWT - Cape Town	kalahari.net
Campaign Bronze	Communication Design	Brand Identity & Collateral Design - Direct & Promotional Mail	The Jupiter Drawing Room South Africa (Cape Town)	We think everything through	The Jupiter Drawing Room South Africa (Cape Town)	The Jupiter Drawing Room, Cape Town
Silver	Communication Design	Brand Identity & Collateral Design - General Collateral	Sasko	Calendar	Saatchi & Saatchi	Sasko flour
Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	Sasko	Recipe book	Saatchi & Saatchi	Saasko Flour
Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	The Jupiter Drawing Room South Africa (Cape Town)	What does the future hold?	The Jupiter Drawing Room South Africa (Cape Town)	The Jupiter Drawing Room Cape Town

Bronze	Communication Design	Brand Identity & Collateral Design - General Collateral	Grolsch	Big Heads	studio4332	Grolsch
Gold	Communication Design	Three Dimensional & Environmental Design - Architecture	SAPS	The People's Police Station	Makeka Design Lab	Retreat Railway Police Station
Bronze	Communication Design	Three Dimensional & Environmental Design - Architecture	The Fugard	The Fugard Theatre	Rennie Scurr Adendorff Architects	The Fugard Theatre
Bronze	Communication Design	Three Dimensional & Environmental Design - Architecture	Lebone II College	Lebone II College new campus	Activate Architecture Jv Afritects	Lebone II New Campus
Gold	Communication Design	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	Daddy's World	Old Mac Daddy Luxury Trailer Park	Daddy's World	Old Mac Daddy Luxury Trailer Park
Silver	Communication Design	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	One School At A Time	Duster Couch	Joe Public	Duster Couch
Bronze	Communication Design	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	Brandhouse	Giant's Causeway Whisky Festival Stand	The Jupiter Drawing Room South Africa (Cape Town)	Bushmills
Bronze	Communication Design	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	Interactive Africa	DIXIV Store of the Future	The Jupiter Drawing Room South Africa (Cape Town)	Design Indaba XIV
Bronze	Communication Design	Three Dimensional & Environmental Design - Package & Industrial Design	Brandhouse	Giant's Causeway Packaging	The Jupiter Drawing Room South Africa (Cape Town)	Bushmills
Bronze	Communication Design	Three Dimensional & Environmental Design - Package & Industrial Design	Norman Goodfellows	Wine	OPENCO	Wine
Silver	Communication Design	Publication Design - Annual Reports, Brochures & Technical Literature	ARJOMGGINS	COLLECTIVE POWER OF FIVE5	Grid Worldwide Branding	ANTALIS - COLLECTIVE POWER OF FIVE5
Bronze	Communication Design	Publication Design - Annual Reports, Brochures & Technical Literature	City of Cape Town	WDC2014 Bid Book	Infestation	Cape Town Design
Bronze	Communication Design	Publication Design - Annual Reports, Brochures & Technical Literature	ANTALIS MUNKEN PAPER	MUNKEN BOOK OF CREATION	Grid Worldwide Branding	MUNKEN PAPER
Campaign Bronze	Communication Design	Motion Graphic Design - Broadcast Design & Graphics	MK	MK On-Air Imaging 2011	ORIJIN	MK Channel design
Bronze	Communication Design	Motion Graphic Design - Broadcast Design & Graphics	Multichoice	Firefly	Ogilvy Johannesburg	MNet
Campaign Silver	Communication Design	Design Mixed-Media Campaign	Ardmore Ceramics	Ardmore Textile Range	In the beginning...	Ardmore Textile Range
Campaign Bronze	Communication Design	Design Mixed-Media Campaign	Interactive Africa	DIXIV Company of the Future	The Jupiter Drawing Room South Africa (Cape Town)	Design Indaba XIV
Craft Certificate	Communication Design	Design Crafts - Photography	INJOZI	INJOZI Carnivale	INJOZI	INJOZI website
Campaign Craft Certificate	Communication Design	Design Crafts - Writing	The Jupiter Drawing Room South Africa (Cape Town)	We Think Everything Through	The Jupiter Drawing Room South Africa (Cape Town)	The Jupiter Drawing Room, Cape Town
Campaign Craft Gold	Communication Design	Design Crafts - Illustration	Chicken Licken	Slyder Burgers	Net#Work BBDO	Slyder Burgers
Craft Certificate	Communication Design	Design Crafts - Illustration	African Reliquary	My African Dream	The Flying Dutchman	African Reliquary
Craft Certificate	Communication Design	Design Crafts - Typography	FIRST NATIONAL BANK	FNB SANS TYPEFACE	Grid Worldwide Branding	FNB SANS TYPEFACE
Bronze	Direct & PR Communication	PR Communication - Radio	Kraft Foods	Heartgingers	Ogilvy Cape Town	Stimorol Orange Mint Air Rush
Campaign Gold	Direct & PR Communication	PR Communication Campaign	Mr Delivery	Fire The Chef	M&C Saatchi Abel	Mr Delivery Service

Campaign Silver	Direct & PR Communication	PR Communication Campaign	Brandhouse	Love To Meet You	FOXP2	Brandhouse Drive Dry
Campaign Bronze	Direct & PR Communication	PR Communication Campaign	MTN	MTN Last Fan Standing	Exp South Africa	MTN FIFA World Cup
Campaign Bronze	Direct & PR Communication	PR Communication Campaign	kulula.com	kulula.com Lobola Campaign	Atmosphere Communications	kulula flights
Campaign Bronze	Direct & PR Communication	PR Communication Campaign	Magnum	The Heist	HELLO WORLD	Magnum Gold?!
Bronze	Direct & PR Communication	Direct Mail - Flat media	Nelson Mandela Foundation	Letter Bomb	Grey South Africa	Nelson Mandela Foundation
Gold	Direct & PR Communication	Direct Mail - Dimensional Mail	Open Democracy Advice Centre	Nudes	The Jupiter Drawing Room South Africa (Cape Town)	Whistle-blowing Initiative
Bronze	Direct & PR Communication	Direct Mail - Dimensional Mail	The War Museum	Delville Wood Dice	Ireland/Davenport	World War One Exhibit
Silver	Internet, Mobile & Interactive Communication	Internet Advertising	BMW	Camera	Gloo Digital Design	BMW 5 Series Sedan
Bronze	Internet, Mobile & Interactive Communication	Internet Advertising	Wimpy	2 Epic for your mouth	MetropolitanRepublic, HelloComputer	Epic XL Burger Range
Bronze	Internet, Mobile & Interactive Communication	Internet Advertising	BMW	auto/ stop start	Gloo Digital Design	BMW X3
Bronze	Internet, Mobile & Interactive Communication	Mobile Advertising	Mercedes-Benz	Test Drive	140 BBDO	CL 63 AMG
Bronze	Internet, Mobile & Interactive Communication	Mobile Advertising	Independent Newspapers	For Sale Activation	Lowe Bull Cape Town	Drives Times
Bronze	Internet, Mobile & Interactive Communication	Email marketing	MINI	Range email	Gloo Digital Design	MINI range
Silver	Internet, Mobile & Interactive Communication	Website	New Media	Visi Covet	140 BBDO, NATIVE	Visi Magazine
Gold	Internet, Mobile & Interactive Communication	Microsite	Interactive Africa	DIXV microsite	The Jupiter Drawing Room South Africa (Cape Town), Gloo Digital Design	Design Indaba XIV
Silver	Internet, Mobile & Interactive Communication	Microsite	BP South Africa	BP Ultimate Ride 2	HelloComputer	BP Ultimate
Bronze	Internet, Mobile & Interactive Communication	Microsite	BP South Africa	BP Ultimate Score	HelloComputer	BP Ultimate
Bronze	Internet, Mobile & Interactive Communication	Microsite	Sanlam	The DestiNation	HelloComputer	The DestiNation
Silver	Internet, Mobile & Interactive Communication	Branded Mobile Content & Applications	New Media	Visi Covet iPhone App	140 BBDO, NATIVE	Visi Magazine
Bronze	Internet, Mobile & Interactive Communication	Branded Mobile Content & Applications	SABC	Mobile band	140 BBDO	Good Hope FM
Gold	Internet, Mobile & Interactive Communication	Viral & Community	Brandhouse	Love To Meet You	FOXP2, Gloo Digital Design	Brandhouse Drive Dry
Silver	Internet, Mobile & Interactive Communication	Viral & Community	MSN	The Insider	Gloo Digital Design	Howzit MSN
Silver	Internet, Mobile & Interactive Communication	Viral & Community	Wrestlerish	Be in the video	Etiket	Sleep
Bronze	Internet, Mobile & Interactive Communication	Viral & Community	Wozela	Wozela	Leftfield Advertising	Wozela

GP	Internet, Mobile & Interactive Communication	Applications & Interactive tools	Musica	The Flo Browser	HelloComputer	The Flo Browser
Silver	Internet, Mobile & Interactive Communication	Applications & Interactive tools	South African Tourism	Indaba 2011 TouchTable	Gloo Digital Design	TouchTable
Bronze	Internet, Mobile & Interactive Communication	Applications & Interactive tools	Interactive Africa	Augmented Reality	The Jupiter Drawing Room South Africa (Cape Town), Gloo Digital Design, Pixel Project	Design Indaba XIV
Bronze	Internet, Mobile & Interactive Communication	Applications & Interactive tools	BMW	Weather	Gloo Digital Design	BMW 6 Series Convertible
Campaign Silver	Internet, Mobile & Interactive Communication	Digital Mixed-Media Campaign	BP South Africa	BP Ultimate Ride 2	HelloComputer	BP Ultimate
Campaign Silver	Internet, Mobile & Interactive Communication	Digital Mixed-Media Campaign	BP South Africa	BP Ultimate Score	HelloComputer	BP Ultimate
Campaign Bronze	Internet, Mobile & Interactive Communication	Digital Mixed-Media Campaign	Interactive Africa	DIXIV campaign	Jupiter Drawing Room South Africa (Cape Town), Gloo Digital Design	Design Indaba XIV
Craft Gold	Internet, Mobile & Interactive Communication	Digital Crafts	Musica	The Flo Browser	HelloComputer	The Flo Browser
Craft Certificate	Internet, Mobile & Interactive Communication	Digital Crafts	BP South Africa	BP Ultimate Score	HelloComputer	BP Ultimate
Craft Certificate	Internet, Mobile & Interactive Communication	Digital Crafts	South African Tourism	Indaba 2011 TouchTable	Gloo Digital Design	TouchTable
Campaign Silver	Live Events, Activations & Sponsorship	Live Events	Silverstar Casino	Silverstar Casino Card Stacker	King James RSVP	Silverstar Casino
Campaign Bronze	Live Events, Activations & Sponsorship	Live Events	MINI	MINI Countryman Launch	VW Group	Countryman
GP	Live Events, Activations & Sponsorship	Live Activations	Volkswagen	Marching Band	Ogilvy Cape Town	Golf 6
Silver	Live Events, Activations & Sponsorship	Live Activations	Vodacom	Pirates	Draftfcb Johannesburg	TV on demand
Bronze	Live Events, Activations & Sponsorship	Live Activations	adidas originals	i art sa	/A Word of Art	i art woodstock
Campaign Bronze	Live Events, Activations & Sponsorship	Sponsorship	Grolsch	Make your Mark on Design Indaba	studio4332	Grolsch
Silver	Outdoor, Street-Pole & Collateral Media	Outdoor Media	Honda	Honda Rotating Billboard	DDB South Africa	Honda Bikes
Campaign Bronze	Outdoor, Street-Pole & Collateral Media	Outdoor Media	Allan Gray Limited	Long Wait	King James	Allan Gray Limited
Bronze	Outdoor, Street-Pole & Collateral Media	Street-Pole	Kraft Foods	YODA	Ogilvy Cape Town	Stimorol
Campaign Bronze	Outdoor, Street-Pole & Collateral Media	Ambient Media	Paras Pharma	Splitting Headache	Y&R Dubai	Stopache



Bronze	Outdoor, Street-Pole & Collateral Media	In-Store	Volkswagen	Jetta Tent Card	Ogilvy Cape Town	Jetta
Gold	Outdoor, Street-Pole & Collateral Media	Alternative Media & Field Marketing	LG Electronics	Washing Tunnel	Y&R South Africa	Home Appliances
Silver	Outdoor, Street-Pole & Collateral Media	Alternative Media & Field Marketing	The Zimbabwean	Voicebox and decals	TBWAHUNTLASCARIS JOHANNESBURG	The Zimbabwean newspaper
Bronze	Outdoor, Street-Pole & Collateral Media	Alternative Media & Field Marketing	Brandhouse	Tomorrow's News	FOXP2	Brandhouse Drive Dry
Bronze	Outdoor, Street-Pole & Collateral Media	Alternative Media & Field Marketing	The Child Abuse Action Group	7 Seconds	OwenKessel	Child Abuse Awareness
Gold	Print Communication	Newspaper Advertising	Avis	Reunion	Ireland/Davenport	Luxury Cars
Campaign Silver	Print Communication	Newspaper Advertising	8 ink Media	Suburbia Can't Compete	FOXP2	National Geographic Kids Magazine
Campaign Silver	Print Communication	Newspaper Advertising	Yardley	Blemish	Bester Burke Slingers	Oatmeal Spot Clear
Campaign Bronze	Print Communication	Newspaper Advertising	Exclusive Books	What are They Reading ?	Ogilvy Johannesburg	Exclusive Books
Campaign Bronze	Print Communication	Newspaper Advertising	MWEB	Businesses Look Better Online	FOXP2	MWEB Business
Campaign Bronze	Print Communication	Newspaper Advertising	Lifta	Lifta	M&C Saatchi Abel	Lifta Stairlifts
Bronze	Print Communication	Newspaper Advertising	BMW	Mouse Digital	Ireland/Davenport	On-board Internet
Bronze	Print Communication	Newspaper Advertising	Allan Gray Limited	Waity Katy	King James	Allan Gray Limited
Bronze	Print Communication	Newspaper Advertising	Lexus	Deer	Draftfcb Johannesburg	Obstacle Detection
Silver	Print Communication	Tactical use of Newspaper	MWEB	Blocked	FOXP2	MWEB Spam Filter
Bronze	Print Communication	Tactical use of Newspaper	Volkswagen	Sell Your Car	Ogilvy Cape Town	Polo
Gold	Print Communication	Magazine Advertising	Mercedes-Benz	Test Drive	140 BBDO	CL 63 AMG
Campaign Silver	Print Communication	Magazine Advertising	Volkswagen	The Donated Ad Space Campaign	Ogilvy Cape Town	BlueMotion
Campaign Bronze	Print Communication	Magazine Advertising	Volkswagen	R Equals Awesome	Ogilvy Cape Town	Golf R
Campaign Bronze	Print Communication	Magazine Advertising	Harvey Nichols	Accessories Required	Y&R Dubai, UAE	Harvey Nichols
Campaign Bronze	Print Communication	Magazine Advertising	Honda	Honda Jazz Short Stories	DDB South Africa	Honda Jazz
Bronze	Print Communication	Magazine Advertising	Galderna	Farts	Net#Work BBDO	Benzac
Bronze	Print Communication	Magazine Advertising	Endangered Wildlife Trust (EWT)	Map	Grey South Africa	Endangered Wildlife Trust
Silver	Print Communication	Tactical use of Magazine	Volkswagen	Eat the Road	Ogilvy Cape Town	Golf R
Bronze	Print Communication	Tactical use of Magazine	Unilever	Skip Black & White Issue	The Jupiter Drawing Room South Africa (Cape Town)	Skip Washing Powder
Campaign Gold	Print Communication	Posters	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWAHUNTLASCARIS JOHANNESBURG	Dugong Protection Programme
Campaign Silver	Print Communication	Posters	Brandhouse	Love To Meet You	FOXP2	Brandhouse Drive Dry

Silver	Print Communication	Posters	National Sea Rescue Institute	We can't do it alone	Ogilvy Cape Town	National Sea Rescue Institute
Campaign Bronze	Print Communication	Posters	Audi SA	Eye Charts	Ogilvy Johannesburg	Xenon Plus Headlights
Campaign Bronze	Print Communication	Posters	Chicken Licken	Slyder Burgers	Net#Work BBDO	Slyder Burgers
Campaign Bronze	Print Communication	Posters	PULP BOOKS	Read Yourself Interesting	Lowe Bull Johannesburg	PULP BOOKS
Bronze	Print Communication	Posters	Tracker	Car Parts	Joe Public	Tracker
Campaign Craft Gold	Print Communication	Print & Collateral Crafts - Art direction	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWAHUNT/LASCARIS JOHANNESBURG	Wild Dog Protection Programme
Campaign Craft Gold	Print Communication	Print & Collateral Crafts - Writing	McDonalds	Party Shouldn't Last Forever	DDB South Africa	Birthday Parties
Campaign Craft Certificate	Print Communication	Print & Collateral Crafts - Writing	Volkswagen	Free-thinkers Wanted	Ogilvy Cape Town	Volkswagen Corporate
Campaign Craft Gold	Print Communication	Print & Collateral Crafts - Photography	Brandhouse	Love To Meet You	FOXP2	Brandhouse Drive Dry
Craft Certificate	Print Communication	Print & Collateral Crafts - Photography	Edgars Stores	Albino girl	The Jupiter Drawing Room South Africa (Johannesburg)	The Edgars Shoe Affair - L.AMB
Craft Certificate	Print Communication	Print & Collateral Crafts - Illustration	Wordsworth Books	Keith Richards	Saatchi & Saatchi	Music Biographies
Campaign Craft Certificate	Print Communication	Print & Collateral Crafts - Illustration	Tuffy	Targets	Saatchi & Saatchi	Protective Workwear
Craft Certificate	Print Communication	Print & Collateral Crafts - Typography	National Sea Rescue Institute	We can't do it alone	Ogilvy Cape Town	National Sea Rescue Institute
GP	Radio Communication	Radio Commercials - Short format	Mercedes-Benz	New Friends	Net#Work BBDO	Accident Avoidance Features
Campaign Gold	Radio Communication	Radio Commercials - Short format	Frank.net	What Isn't Coming...	FOXP2	Frank Life Cover
Campaign Gold	Radio Communication	Radio Commercials - Short format	McDonalds	Kids Parties	DDB South Africa	Kids Birthday Parties
Campaign Silver	Radio Communication	Radio Commercials - Short format	Galderma	Teenage Minds	Net#Work BBDO	Benzac
Campaign Silver	Radio Communication	Radio Commercials - Short format	Brandhouse	Love To Meet You	FOXP2	Brandhouse Drive Dry
Campaign Silver	Radio Communication	Radio Commercials - Short format	MTN	The Lost Campaign	MetropolitanRepublic	MTN Directions Call Service
Campaign Bronze	Radio Communication	Radio Commercials - Short format	Kraft Foods	Deliciously Dark	Ogilvy Johannesburg	Cadbury Bourmville
Campaign Bronze	Radio Communication	Radio Commercials - Short format	MWEB	Radio Spam	FOXP2	MWEB Spam Filter
Campaign Bronze	Radio Communication	Radio Commercials - Short format	kulula.com	Gotta Love Flying	King James	kulula.com Airlines
Campaign Bronze	Radio Communication	Radio Commercials - Short format	Cinema Nouveau	Lullabies	TBWA\Hunt\LasCaris\Cape Town	New Releases
Bronze	Radio Communication	Radio Commercials - Short format	Tuffy	Chant	Saatchi & Saatchi	Scented Bin Bags
Bronze	Radio Communication	Radio Commercials - Short format	Mars	Would You Rather	140 BBDO	Snickers
Bronze	Radio Communication	Radio Commercials - Short format	KIA Motors	Speakerphone	singh&sons	Sportage
Campaign Gold	Radio Communication	New Voice Non-English Radio	Gidani	Gidani Radio	Draftfcb Johannesburg	Lotto
Silver	Radio Communication	New Voice Non-English Radio	Cinema Nouveau	Siembamba, Mamma se Aksieheld	TBWA\Hunt\LasCaris\Cape Town	New Releases
Campaign Bronze	Radio Communication	New Voice Non-English Radio	Vodacom	Vodacom Bua FM	Draftfcb Johannesburg	Music Station
Campaign Craft Certificate	Radio Communication	Radio Crafts - Direction	Mercedes-Benz	New Friends	Net#Work BBDO	Accident Avoidance Features



Campaign Craft Gold	Radio Communication	Radio Crafts - Writing	Mercedes-Benz	New Friends	Net#Work BBDO	Accident Avoidance Features
Campaign Craft Certificate	Radio Communication	Radio Crafts - Writing	Galderma	Teenage Minds	Net#Work BBDO	Benzac
Craft Certificate	Radio Communication	Radio Crafts - Original Music & Sound Design	Kraft Foods	Opera	Ogilvy Cape Town	Stimorol Taste Twist
Craft Certificate	Radio Communication	Radio Crafts - Performance	Cinema Nouveau	Lallaby: Rock-A-Die	TBWA\Hunt\Lascais\Cape Town	New Release
Gold	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Brandhouse	Love To Meet You	FOXP2	Drive Dry
Campaign Gold	TV, Film & Video Communication	TV & Cinema Commercials - Short format	McDonalds	McDonalds Regret Tests	DDB South Africa	Kids Birthday Parties
Silver	TV, Film & Video Communication	TV & Cinema Commercials - Short format	8.ta	Emoticon Boy	McCann Erickson	8.ta Mobile Network
Silver	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Cadbury	Voice Over	Ogilvy Johannesburg	Lunch bar
Silver	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Santam	The Real McCoy	King James	Santam
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Tuffly	Ed Masters	Saatchi & Saatchi	100% Recycled Refuse Bags
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Frank.net	The Tshabalala Account	FOXP2	Frank Salary Protection
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Kraft Foods	Neverending Story	Ogilvy Cape Town	Stimorol Infinity
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Nando's	Kagiso, The New Nando's CEO	Black River FC	Kagiso, The New Nando's CEO
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Toyota	Cut the cord	Draftfcb Johannesburg	Aygo
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Everlast	Bigger	JWT Johannesburg	Everlast Boxing
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Friskies	Mud	JWT Johannesburg	Friskies Cat Food
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Avril Elizabeth	Jumbled	JWT Johannesburg	Avril Elizabeth
Bronze	TV, Film & Video Communication	TV & Cinema Commercials - Short format	Tracker	Memories	Joe Public	Tracker
Bronze	TV, Film & Video Communication	Internet & Mobile Commercials	Stop Rhino Poaching	Your hair and nails can save the rhino	Lowe Bull Cape Town	Stop Rhino Poaching
Campaign Silver	TV, Film & Video Communication	TV Trailers, Channel & Station Promos	Fox International Channels, Top TV	Loved Ones Lost	Ireland/Davenport	The Walking Dead
Bronze	TV, Film & Video Communication	TV Trailers, Channel & Station Promos	Multichoice	Cat	Ogilvy Johannesburg	Dstv PVR
Gold	TV, Film & Video Communication	Non-broadcast video & film	Masscash	Paulina's Story	Hotel de Ville	Cambridge Foods
Silver	TV, Film & Video Communication	Non-broadcast video & film	IBM	Henry	Velocity Films	Smarter Cities

Bronze	TV, Film & Video Communication	Non-broadcast video & film	Fashion week 2011	Suzaan Heyns	Bouffant	Fashion week Suzaan Heyns
Bronze	TV, Film & Video Communication	Non-broadcast video & film	Neotel Telecommunications	The Simplicity Theorem	Net#Work BBDO	Neo One
Craft Gold	TV, Film & Video Communication	TV Crafts up to 90s - Direction	8.ta	Emoticon Boy	McCann Erickson	8.ta Mobile Network
Craft Certificate	TV, Film & Video Communication	TV Crafts up to 90s - Direction	Cadbury	Voice Over	Velocity Films	Lunchbar
Craft Certificate	TV, Film & Video Communication	TV Crafts up to 90s - Cinematography	Garmin	Glory	Egg Films	Garmin Fitness
Craft Gold	TV, Film & Video Communication	TV Crafts up to 90s - Art Direction	8.ta	Emoticon Boy	McCann Erickson	8.ta Mobile Network
Craft Certificate	TV, Film & Video Communication	TV Crafts up to 90s - Art Direction	Cadbury	Voice Over	Ogilvy Johannesburg	Lunch bar
Campaign Craft Certificate	TV, Film & Video Communication	TV Crafts up to 90s - Animation	MNET	Believe in Magic	BlackGinger	Believe
Craft Gold	TV, Film & Video Communication	TV Crafts up to 90s - Special Visual Effects	Garmin	Glory	Sinister Studio	Garmin Fitness
Craft Gold	TV, Film & Video Communication	TV Crafts up to 90s - Special Visual Effects	8.ta	Emoticon Boy	BlackGinger	8.ta Mobile Network
Craft Certificate	TV, Film & Video Communication	TV Crafts up to 90s - Special Visual Effects	Chicken Licken	Return Of The Craving	Net#Work BBDO	Brand
Campaign Gold	Integrated Campaign	Integrated Campaign	The Zimbabwean	The Voiceless Campaign	TBWAHUNTLASCARIS JOHANNESBURG	The Zimbabwean newspaper
Campaign Silver	Integrated Campaign	Integrated Campaign	Kraft Foods	Heartgingers	Ogilvy Cape Town	Stimorol Orange Mint Air Rush
Campaign Silver	Integrated Campaign	Integrated Campaign	Brandhouse	Love To Meet You	FOXP2	Brandhouse Drive Dry Initiative
Campaign Silver	Integrated Campaign	Integrated Campaign	Frank.net	Frank	FOXP2	Frank Life Cover/Serious Illness Cover/Disability Cover/Salary Protection
Campaign Silver	Integrated Campaign	Integrated Campaign	Nando's	The New Nando's CEO	Black River FC	Kagiso, The New Nando's CEO
Campaign Silver	Integrated Campaign	Integrated Campaign	McDonalds	Rather Have The Party At Our Place	DDB South Africa	Kids Birthday parties
Campaign Bronze	Integrated Campaign	Integrated Campaign	8.ta	Heita South Africa	McCann Erickson	8.ta Mobile Network

For full credits and information, go to [winners.theloerieawards.co.za/winners.aspx?link=awards\\_archive\\_current](http://winners.theloerieawards.co.za/winners.aspx?link=awards_archive_current).

#### For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)
- Loeries: [www.theloerieawards.co.za](http://www.theloerieawards.co.za)
- Facebook: [The Loerie Awards page](#)
- Twitter: [@loeries](#), [@ididthatad](#), [@LoeriesGoBeyond](#)
- Twitter Search: [Loerie OR Loeries OR Loeries2011](#)
- YouTube: [www.youtube.com/loerieawards](http://www.youtube.com/loerieawards)

- Google News Search: [Loerie](#)
- Zoopy: [www.zoopy.co.za/loeries](http://www.zoopy.co.za/loeries)
- Winners interviews: [www.adlip.co.za](http://www.adlip.co.za)

*Missing Integrated Campaign winners added at 2.38pm on 30 November 2011. Bizcommunity.com regrets the oversight.*

For more, visit: <https://www.bizcommunity.com>