

All the Digital & Interactive Communication finalists!

Finalists have been announced in the Loeries' Digital & Interactive Communication category, which is sponsored by Google.

DATA DRIVEN CAMPAIGN			
Agency / Entrant	Title	Brand	Product
NATIVE VML	Emoji Catwalk	Edgars Fashion	Edgars Summer Range 2016
Havas Worldwide Johannesburg	The Big O	Reckitt Benckiser	Durex
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Volkswagen Brand
DIGITAL & INTERACTIVE - APPLICATIONS, GAMES & INTERACTIVE TOOLS			
Liquorice	Dinner On Demand	Unilever - Knorr	Knorr
Impact BBDO Dubai	Stop the Hunger	Mars	Snickers
Publicis Machine	Red Bull Studios AlgoRhythm	Red Bull	Red Bull Studios Cape Town
Publicis Machine	Stones BOT	Rayhas	Stones
DIGITAL & INTERACTIVE - DISPLAY ADVERTISING			
Ogilvy Johannesburg	KFC Soundbite Chart - Instagram Music Player	KFC	KFC Sounbite
Ogilvy Johannesburg	KFC Soundbite Chart - WeTransfer Music Player	KFC	KFC Sounbite
Publicis Machine	Magic Body Banners	Mercedes-Benz	Magic Body Control
DIGITAL & INTERACTIVE - MOBILE MEDIA			
Noah's Ark Communications Limited	No Paradise	The Young Book Worms	Boko Halal
TBWA\RAAD	The Promoticon	Mc Donald's	Mc Donald's
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	KFC Family Bucket
Wunderman South Africa	#DoYourPart	Qhubeka	Qhubeka
Net#work BBDO	Acts of Random Kindness	Ark	Ark
NATIVE VML	Stop The Cycle - Chocolate – 2	HuffPost SA	HuffPost SA
NATIVE VML	Stop The Cycle - Fashion – 1	HuffPost SA	HuffPost SA
NATIVE VML	Stop The Cycle - Tech – 3	HuffPost SA	HuffPost SA
NATIVE VML	See Money Differently	Nedbank	Brand
DigitLab	TrackBox Emergency Response	SA CAN	TrackBox Emergency Response App
King James Group	Safety Incubator	Santam	Safety Incubator
Memac Ogilvy Dubai	Tummyfish	Nestle Middle East	United 4 Healthier Kids
Memac Ogilvy Dubai	Hadia Time	Lenovo Middle East	Gift of time
DIGITAL & INTERACTIVE - SOCIAL MEDIA			
OpenCo - The Open Collaboration	Digital Dompas	Apartheid Museum	Digital Dompas
7even Interactive Limited	FRIXION	NIL	NIL
Impact BBDO Dubai	#ShopLess	BRF	Sadia Frozen Foods
FCB Cape Town	CANSA - Back to Normal - Testigrams	CANSA	CANSA
King James Group	Weighed Funny Cake	Steri Stumpie	Steri Stumpie
The Jupiter Drawing Room, Cape Town	#SWHOPPER	BURGER KING®	WHOPPER®
TBWA\Hunt\Lascaris Johannesburg	BabyBot	Flight Centre	Student Flights
FOXP2	#chooseyourfamily	SPCA	SPCA
OGILVY & MATHER AFRICA	The World's Most Eligible Bachelor	Oi Pejeta Conservancy	Oi Pejeta Conservancy
NATIVE VML	Emoji Catwalk	Edgars Fashion	Edgars Summer Range 2016
DUKE Advertising (Pty) Ltd	Would you rather	Garagista	Bat Piss
J Walter Thompson Cairo	Chidets Live Episodes	Mondelez	Chidets
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	KFC Sounbite

Joe Public Pty Ltd	SA Brew	The South African Breweries	Corporate
Y&R Dubai	Warri (Ar./verb): Expose	Association Tunisienne des Femmes Démocrates	Women's Rights
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
Ogilvy Johannesburg	MTV#FCKHIV	Viacom	MTV
J.Walter Thompson Casablanca	Flawlessness	enti.ma	Fashion and lifestyle online magazine
Ogilvy Cape Town	Eligible Bachelor	Volkswagen South Africa	Volkswagen Genuine Parts
King James Group	UK'Shona Kwelanga	Sanlam	My Choice Funeral Plan
Ogilvy Johannesburg	KFC Burrito	KFC	KFC Burrito
J.Walter Thompson Dubai	I Recommend Mom	HSBC	CSR
Young & Rubicam	#IAMNEXT	Russian Bear	Russian Bear Vodka
Hellocomputer	Beat of Africa	Pernod Ricard	Ballantine's
Hellocomputer	Insta-Mix	Pernod Ricard	Olmeca
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Volkswagen Brand
Hellocomputer, Johannesburg	#INTERNETAPPROVED	Toyota	C-HR
NATIVE VML	ABSOLUT ONE SOURCE CAMPAIGN	ABSOLUT	ABSOLUT VODKA
Hellocomputer, Johannesburg	Fortuner 4x4 Challenge	Toyota	Fortuner
Retroviral	#ElectionBurger	RocoMamas	Election Burger Limited Edition
Memac Ogilvy Dubai	Reimagine Zahra's World	UNHCR - United Nations Refugee Agency	Photoshop Battle For Good
DIGITAL & INTERACTIVE - WEBSITE OR MICROSITE			
FCB Cape Town & Liquorice	#NameThemSaveThem	Distell - Amarula	Amarula
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Impact BBDO Dubai	Skip Friday 13	La Libanaise Des Jeux	Loto Libanaise
King James Group	Smart Invest	Sanlam Investments	Smart Invest
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	KFC Sounbite
J. Walter Thompson	Blood Bag	SANBS	Banner
J. Walter Thompson	Unveil	Saudi Telecom Company	Coverage
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
King James Group	Pick n Pay - Christmas Campaign	Pick n Pay	Christmas Campaign
Hellocomputer	Beat of Africa	Pernod Ricard	Ballantine's
DIGITAL INTEGRATED CAMPAIGN			
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Net#work BBDO	Vagina Varsity	SCA	Libresse Pantyliners
140 BBDO	Dunkin' Sooner	Dunkin' Donuts	Dunkin' Donuts
Scanad Kenya Ltd	Mom	Omo	Omo
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	KFC Sounbite
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
Ogilvy Cape Town	Technically	Volkswagen South Africa	Volkswagen Genuine Parts
NATIVE VML	See Money Differently	Nedbank	Brand
FCB Cape Town & Liquorice	#NameThemSaveThem	Distell - Amarula	Amarula
King James Group	The Perfect Life Digital Integrated	Glacier by Sanlam	Glacier by Sanlam
King James Group	UK'Shona Kwelanga	Sanlam	My Choice Funeral Plan
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
Young & Rubicam	#IAMNEXT	Russian Bear	Russian Bear Vodka
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Volkswagen Brand
NATIVE VML	ABSOLUT ONE SOURCE CAMPAIGN	ABSOLUT	ABSOLUT VODKA

Loeries' Digital & Interactive Communication judges

- **Jury president:** Markus Maczey, CCO at Planet.Net Group, Munchen, Germany*
- **Regional judge:** Martin Karanja Kiarie, CEO at Bean Interactive, Nairobi, Kenya
- Ryan MacManus, ECD at Native VML, Cape Town, South Africa*
- Matthew Barnes, ECD at Ogilvy, Johannesburg, South Africa
- Veli Ngubane, founding partner and CCO at Avatar, Johannesburg, South Africa*
- Matt Ross, ECD at King James, Cape Town, South Africa*
- Kerry Friend, partner at Bear Season, Johannesburg, South Africa*
- Steph Van Niekerk, senior copywriter, freelance at Ogilvy & Mather Johannesburg, South Africa*

- Kabelo Moshapalo, ECD at TBWA/Hunt Lascaris, Johannesburg, South Africa*
- Joey Khuvutlu, MD at Hellocomputer, Johannesburg, South Africa*
- Gareth McPherson, ECD at Publicis Machine, Cape Town, South Africa
- Roanna Williams, ECD at Joe Public, Johannesburg, South Africa*
- Brian Carter, ECD at Liquorice, Cape Town, South Africa*

**Also on the craft panel*



#Loeries2017: Jury president jabber with Markus Maczey

Leigh Andrews 9 Jun 2017



Craft panel

- Jacqui Maroun, Head: User Experience Design & Strategy at Native VML, Johannesburg, South Africa
- Agisanang Masekela, creative director at Ogilvy Johannesburg, South Africa
- Alicia Nicola, creative group head: Digital at Publicis Machine, Cape Town, South Africa
- Helga Steggman, owner at Mantaray, Johannesburg, South Africa
- Karmen Wessels, copywriter at Native VML, Cape Town, South Africa
- Frank Kunene, creative director at TBWA Digital, Johannesburg, South Africa
- Phillipa Hickman, Senior Java developer and web developer at Native VML, Johannesburg, South Africa
- Nathan Gates, creative technologist at Bear Season, Johannesburg, South Africa



#Loeries2017: Native VML's #LadiesofLoeries admire the women that hustle

Leigh Andrews 11 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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