

All the TV, film, video and radio communication finalists!

Finalists have been announced in the Loeries' TV, film, video and radio communication categories. The TV, film and video communication category is sponsored by DSTV while radio communication is sponsored by Gagasi FM.

TV, film and video communication finalists

BRANDED CONTENT VIDEO - CAMPAIGN			
Agency / Entrant	Title	Brand	Product
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul Straight
Young & Rubicam	#IAMNEXT	Russian Bear	Russian Bear Vodka
NATIVE VML	ABSOLUT ONE SOURCE MUSIC VIDEO	ABSOLUT	ABSOLUT VODKA
Impact BBDO Cairo	Selfie Fails	TECNO Mobile	Mobile Phone
Impact BBDO Cairo	Winpad	TECNO Mobile	Tablet
BRANDED CONTENT VIDEO - SINGLE EXECUTION			
Net#work BBDO	Find Your Best Challenge	Mercedes-Benz	Mercedes-Benz SUV-GLS
King James II	Him, Her & Me	Siemens	Siemens
FOXP2	Family Swap	SPCA	SPCA
TBWA\RAAD	Camelpower	Nissan	Automotive
Spitfire Films	The Greatest Movie Ever Made	M-Net	M-Net Movies
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
King James Group	The Perfect Life Documentary	Glacier by Sanlam	Glacier by Sanlam
King James Group	UK'Shona Kwelanga Trailer Video	Sanlam	My Choice Funeral Plan
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Thread	Enter The Woods - The Drop	DGB (Pty) Ltd	Jagermeister
J.Walter Thompson Dubai	Inklusion	LBCI	TV Channel
J Walter Thompson Cairo	Harseen Shawarea Masr	Careem	Careem car hailing
DDB South Africa	The Blood Stock Ticker	SANBS	Blood Donation
INTERNET VIDEO - ABOVE 30S			
TBWA\RAAD	Slow Trends: The last Ice Bucket Challenge	Connect	Connect Internet Provider
99c	Run the Streets	Puma	Puma Ignite Limitless
99c	Run the Streets Nasty C	Puma	Puma Ignite Limitless
X3M Marketing Ideas Limited	Depression	X3M Ideas	Social Awareness
FCB Cape Town	CANSA - Back to Normal	CANSA	CANSA
Net#work BBDO	Mannequin Challenge	Mercedes-Benz	Mercedes-Benz E-Class
Net#work BBDO	Give a Shit	UDo Test	Colon Cancer Test
Impact BBDO Dubai	Lies	Landmark Group	Centrepont
Impact BBDO Dubai	Sabotage	Landmark Group	Centrepont
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Not Like Insurance	Virgin Money Insurance	Insurance
TBWA\Hunt\Lascais Johannesburg	BabyBot	Flight Centre	Student Flights
Advantage Y&R	MTC Mobiz - monster truck	MTC - Mobile Telecommunications Company	Mobiz Business Package
Advantage Y&R	MTC Mobiz - drop	MTC - Mobile Telecommunications Company	Mobiz Business Package
Impact BBDO Dubai	The Warning	Mars	Snickers
Impact BBDO Dubai	Flowers	Visa	Visa Gift Card
Impact BBDO Dubai	Perfume	Visa	Visa Gift Card
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
The Jupiter Drawing Room, Cape Town	Skip This Ad	WebAfrica	WebAfrica Fibre Internet
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
M&C Saatchi Abel	Grocery Slash	10X Investments	10X Investments

140 BBDO	The DDPD	Dunkin' Donuts	Dunkin' Donuts
Gorilla Creative Media	You've Got Something	Unilever	Axe
Joe Public Pty Ltd	A Moment For Mom	Jet	Babyfair
Wunderman South Africa	How to wrap. In rap.	Coca-Cola	Coca-Cola
Arc Worldwide	Mooosa Cow	Tetra Pak	#MilkForChange
House of Brave	Bikini	Sorbet	Sorbet
House of Brave	Brazilian	Sorbet	Sorbet
Net#work BBDO	John Mismas	Ark	Ark
House of Brave	Hollywood	Sorbet	Sorbet
House of Brave	Reveal	Sorbet	Sorbet
Net#work BBDO	Yaseen Barnes	Ark	Ark
Net#work BBDO	Mark Banks	Ark	Ark
The Video Cartel	The Dakar Express	Superbalist.com	Fashion Designer
Mrum South Africa (Pty) Ltd	Hostage Negotiator	Savanna	Savanna Newcomer Showcase
Mrum South Africa (Pty) Ltd	Emergency Call Centre	Savanna	Savanna Newcomers Showcase
Ogilvy Cape Town	#untaggable	Audi	The all-new Audi Q2
J.Walter Thompson Casablanca	Flawlessness	enti.ma	Fashion and lifestyle online magazine
J Walter Thompson	Visa	Ford SA	Ford FOCUS
J Walter Thompson	Zombie	Ford SA	Ford FOCUS
J Walter Thompson	Debit Orders	Ford SA	Ford FOCUS
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Volkswagen Brand
NATIVE VML	See Money Differently	Nedbank	Brand
Think Creative	Galxboy Start Something	Galxboy	Galxboy clothing store
99c	Think Before You Send	UNICEF	UNICEF Cyber-Bullying
FCB Joburg	#JanUworryNoMbre Smoothie	Debonairs	Awesome Foursome
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
J.Walter Thompson Dubai	Under-14 Handball	Mada Masr	Publication
Young & Rubicam	Salt	Surf Shack	Surf Shack Outreach Programme
NATIVE VML	ABSOLUT ONE SOURCE DOCUMENTARY SERIES	ABSOLUT	ABSOLUT VODKA
Ogilvy Johannesburg	1. The House Shall Be Entertained	MultiChoice DStv	DStv Compact
Ogilvy Johannesburg	2. There Shall Be Uninterrupted Soccer	MultiChoice DStv	DStv Compact
Ogilvy Johannesburg	3. The Kids Shall Be Governed	MultiChoice DStv	DStv Compact
NATIVE VML	ABSOLUT ONE SOURCE DOCUMENTARY SERIES	ABSOLUT	ABSOLUT VODKA
NATIVE VML	ABSOLUT ONE SOURCE DOCUMENTARY SERIES	ABSOLUT	ABSOLUT VODKA
NATIVE VML	ABSOLUT ONE SOURCE DOCUMENTARY SERIES	ABSOLUT	ABSOLUT VODKA
Plum Factory	#BangeneNgeDS	DStv	DStv Access
INTERNET VIDEO - UP TO 30S			
Impact BBDO Dubai	I Learn	Visa	Visa
Impact BBDO Dubai	I Have Nothing Special	Visa	Visa
Impact BBDO Dubai	So Strange	Visa	Visa
Ogilvy Johannesburg	Nelson's Song	Viacom	MTV Base
Studio Zoo	SHOWMAX – We Speak Your Language	ShowMax	ShowMax
Cheil Worldwide - Dubai	Samsung Short Film Contest - View Point	Samsung Gulf Electronics	Corporate Image
FCB Joburg	Rising Eagles Face Book	ABSA	Rising Eagles
Ogilvy Johannesburg	Steve's Song	Viacom	MTV Base
MUSIC VIDEOS			
King James II	Pa Rum Pum Pum Pum Music Video	Pick n Pay	Christmas
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
Arcade Content	Bad Hair	Nasty C	Nasty C
NATIVE VML	ABSOLUT ONE SOURCE MUSIC VIDEO	ABSOLUT	ABSOLUT VODKA
OTHER SCREENS			
Halo Advertising Pty Ltd	More Music You Love	Jacaranda FM	Radio Station
SA NON-ENGLISH VIDEO – UP TO 90S			
Uppe Marketing	Afrikaans tot inni jimmel	Afrikaans	Afrikaans/language
Ogilvy Johannesburg	uMama	MultiChoice DStv	DStv Compact

Ogilvy Johannesburg	Magubane	MultiChoice DStv	DStv Compact
Ogilvy Johannesburg	iDezember	MultiChoice DStv	DStv Compact
Ogilvy Johannesburg	Malume	MultiChoice DStv	DStv Compact
Ogilvy Johannesburg	Love Triangle	MultiChoice DStv	DStv Explora
Ogilvy Johannesburg	Silly Spender	MultiChoice DStv	DStv Access
Ogilvy Johannesburg	Ag Shem	MultiChoice DStv	DStv Explora
Thackwell & Whittaker	Mbatlo	Absa	Prosper
Y&R Labstore	Poker Dogs	KraftHeinz	Planters Nuts
Havas Worldwide Johannesburg	You Name It Challenge	Reckitt Benckiser	Gaviscon
Lucan Visuals	Krieket	Netnuus	Netnuus
TV & CINEMA COMMERCIALS - ABOVE 90S			
Noah's Ark Communications Limited	Lost	Airtel Nigeria	smartSPEEDOO
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul 3 Straight
Net#work BBDO	Define Tomorrow	UNISA	Higher Education
Joe Public Pty Ltd	The Tale of a Note	Nedbank	Brand
Joe Public Pty Ltd	The Last Appointment	Panado	Panado
TV & CINEMA COMMERCIALS - UP TO 90S			
Metropolitan	Nightshift	MTN SA	Brand
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Impact BBDO Dubai	Intense	KFC	KFC Firecracker Chicken
Impact BBDO Dubai	Msh Msh	KFC	KFC Cruncher
King James II	The Great Escape	Kwese	Kwese
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Not Like Insurance	Virgin Money Insurance	Insurance
Wunderman South Africa	Shorta iRand	ShowMax	ShowMax video streaming
FOXP2	Bodybuilder	SPCA	SPCA
Wunderman South Africa	Sexy Time	ShowMax	ShowMax video streaming
FOXP2	Goth	SPCA	SPCA
Wunderman South Africa	Hangover	ShowMax	ShowMax video streaming
FOXP2	Maypole	SPCA	SPCA
Wunderman South Africa	Gossip	ShowMax	ShowMax video streaming
King James II	Chapter One: Let's Go On Holiday	Pick n Pay	Christmas
King James II	Chapter Two: Getting Ready For Christmas	Pick n Pay	Christmas
King James II	Chapter Three: The Night before Christmas	Pick n Pay	Christmas
King James II	Chapter Four: Christmas Day	Pick n Pay	Christmas
Mullen Lowe South Africa	Pasta	GWK Farms	GWK
King James Group	Pick n Pay Brandmatch - The Human Calculator	Pick n Pay	Brandmatch
King James Group	Pick n Pay Brandmatch - Spy Guy	Pick n Pay	Brandmatch
King James Group	Pick n Pay No Name - The Haggler	Pick n Pay	Pick n Pay No Name
FCB Cape Town	Stay with me	Cansa	Cansa
Young & Rubicam	Everybody Knows	Western Cape Government	Safely Home
Halo Advertising Pty Ltd	Unbank Yourself	Commercial Bank of Africa	LOOP
Net#work BBDO	Disco Ball	SCA	Libresse Maxi Pads
Net#work BBDO	Galactic Quest	SCA	Libresse Maxi Pads
Net#work BBDO	Duckling	SCA	Libresse Maxi Pads
Ogilvy Johannesburg	1. Head Bangers	AbInBev	Castle Lager
Ogilvy Johannesburg	2. Marco Polo	AbInBev	Castle Lager
Ogilvy Johannesburg	3. Jousting	AbInBev	Castle Lager
House of Brave	Goodbye	1Life	1Life Brand
House of Brave	Double Trouble	DairyMaid	Country Fresh
Ogilvy Johannesburg	Gran	MultiChoice DStv	DStv Premium
Ogilvy Johannesburg	Whale	MultiChoice DStv	DStv Premium
Ogilvy Johannesburg	Dad	MultiChoice DStv	DStv Premium
Ogilvy Cape Town	Go My Way	Volkswagen South Africa	Volkswagen Brand
Joe Public Pty Ltd	Chennis	Bioplus	Bioplus
Joe Public Pty Ltd	Dragon	iWyze Insurance	Short term insurance
M&C Saatchi Abel	Wing Wing	Nando's South Africa	Wings Roulette

King James Group	Production Line Love	Sanlam	Sanlam
Black River FC	Book of Magic	Electronic Media Network	M-Net
M&C Saatchi Abel	Superhero #MotherBuffer	MWEB	MWEB Fibre
M&C Saatchi Abel	Western #MotherBuffer	MWEB	MWEB Fibre
99c	Think Before You Send	UNICEF	UNICEF Cyber-Bullying
FCB Joburg	Running Like New	Toyota South Africa (Pty) Ltd	Toyota Care
Impact BBDO Beirut	Interview with an Undertaker	Brave Heart Fund	Awareness and Donations
King James Group	Settle	Sanlam	Brand
Ireland/Davenport	Made from real for 80 years	General Motors	Isuzu
7Films	Pocket	Multichoice	Channel O
TV CRAFTS - ANIMATION			
Impact BBDO Dubai	Intense	KFC	KFC Firecracker Chicken
FCB Cape Town	CANSA - Back to Normal	CANSA	CANSA
Net#work BBDO	#Lookup	Mercedes-Benz	C-Class Coupé Cabriolet
Net#work BBDO	Give a Shit	UDo Test	Colon Cancer Test
Woolworths	Christmas 2016	Woolworths	Christmas Campaign
Woolworths	Christmas 2016 - Episode 3	Woolworths	Christmas Campaign
Woolworths	Christmas 2016 - Episode 5	Woolworths	Christmas Campaign 2016
TV CRAFTS - BEST USE OF LICENSED MUSIC			
Metropolitan	Nightshift	MTN SA	Brand
Net#work BBDO	Here's to US	Diageo	Tusker Lager
King James II	Chapter One: Let's Go On Holiday	Pick n Pay	Christmas
King James II	Chapter Two: Getting Ready For Christmas	Pick n Pay	Christmas
King James II	Chapter Three: The Night before Christmas	Pick n Pay	Christmas
King James II	Chapter Four: Christmas Day	Pick n Pay	Christmas
King James II	Pa Rum Pum Pum Pum Music Video	Pick n Pay	Christmas
FCB Cape Town	Stay with me	Cansa	Cansa
Ogilvy Cape Town	Go My Way	Volkswagen South Africa	Volkswagen Brand
Leo Burnett	A Thousand Little Things	McDonald's	McDonald's
TV CRAFTS - CINEMATOGRAPHY			
The Bomb shelter	Nighshift	MTN	Brand
Impact BBDO Dubai	Lies	Landmark Group	Centrepont
Impact BBDO Dubai	Sabotage	Landmark Group	Centrepont
0307 Films	Settle	Sanlam	Brand
Net#work BBDO	Define Tomorrow	UNISA	Higher Education
Giant Films	Thinking. Pulling. Together	Rand Merchant Bank	Rand Merchant Bank
Star Films	Unbank Yourself	CBA Loop	Banking App
Joe Public Pty Ltd	The Tale of a Note	Nedbank	Brand
Egg Films	OneSource	Pernod-Ricard	Absolut Vodka
Arcade Content	Bad Hair	Nasty C	Nasty C
The Video Cartel	The Dakar Express	Superbalist.com	Fashion Designer
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
Young & Rubicam	Salt	Surf Shack	Surf Shack Outreach Programme
DDB South Africa	Famous last words	BCX	BCX
7Films	Everybody Knows	Western Cape Government	WCG
TV CRAFTS - DIRECTION			
The Bomb shelter	Nighshift	MTN	Brand
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul 3 Straight
Impact BBDO Dubai	Lies	Landmark Group	Centrepont
Impact BBDO Dubai	Sabotage	Landmark Group	Centrepont
0307 Films	Settle	Sanlam	Brand
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Define Tomorrow	UNISA	Higher Education
Impact BBDO Dubai	The Warning	Mars	Snickers
Giant Films	Thinking. Pulling. Together	Rand Merchant Bank	Rand Merchant Bank
Star Films	Unbank Yourself	CBA Loop	Banking App
Young & Rubicam	Everybody Knows	Western Cape Government	Safely Home
Plank Film Productions	Afronaut	Chicken Licken	Feed My Craving 10
Egg Films	Original is Never Finished	adidas	adidas Originals

Egg Films	OneSource	Pernod-Ricard	Absolut Vodka
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
J.Walter Thompson Dubai	Under-14 Handball	Mada Masr	Publication
The Video Cartel	The Dakar Express	Superbalist.com	Fashion Designer
Cheil Worldwide - Dubai	Samsung Short Film Contest 2016 - View Point	Samsung Gulf Electronics	Corporate Image
7Films	Salt	Surf Shack	Surf Shack
Giant Films	Cultivating The Exceptional	ABSA	ABSA
TV CRAFTS - EDITING			
Upstairs Post Production	There's a Wealthsmith in you	Sanlam	Brand
The Bomb shelter	Nighshift	MTN	Brand
Impact BBDO Dubai	Lies	Landmark Group	Centrepont
Impact BBDO Dubai	Sabotage	Landmark Group	Centrepont
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Define Tomorrow	UNISA	Higher Education
Impact BBDO Dubai	The Warning	Mars	Snickers
Left Post Productions	Afronaut	Chicken Licken	Brand Campaign
Left Post Productions	Run the Streets	Puma	Brand TVC
Young & Rubicam	Salt	Surf Shack	Surf Shack Outreach Programme
Left Post Productions	LOOP	CBA	BRAND TVC
NATIVE VML	ABSOLUT ONE SOURCE MUSIC VIDEO	ABSOLUT	ABSOLUT VODKA
TV CRAFTS - ORIGINAL MUSIC & SOUND DESIGN			
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
0307 Films	Run the Streets	Puma	Puma
Net#work BBDO	Here's to US	Diageo	Tusker Lager
Net#work BBDO	Not Like Insurance	Virgin Money Insurance	Insurance
Honeymoon Studios	CBA Loop	CBA	Money Management
Honeymoon Studios	Audi Untaggable	Audi	Audi
Ogilvy Johannesburg	#SongsOfHumanity	Viacom	MTV Base
Egg Films	OneSource	Pernod-Ricard	Absolut Vodka
King James Group	Sanlam Conspicuous Savers	Sanlam	National Savings Month
NATIVE VML	See Money Differently	Nedbank	Brand
TV CRAFTS - PERFORMANCE			
TBWA\RAAD	Slow Trends: The last Ice Bucket Challenge	Connect	Connect Internet Provider
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul 3 Straight
Net#work BBDO	Define Tomorrow	UNISA	Higher Education
they	Evil Twin	Dairymaid	Country Fresh
Plank Film Productions	Afronaut	Chicken Licken	Feed My Craving 10
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
J.Walter Thompson Dubai	Under-14 Handball	Mada Masr	Publication
Young & Rubicam	Salt	Surf Shack	Surf Shack Outreach Programme
Ogilvy Cape Town	Go My Way	Volkswagen South Africa	Volkswagen Brand
DDB South Africa	Famous last words	BCX	BCX
TV CRAFTS - PRODUCTION DESIGN			
The Bomb shelter	Nighshift	MTN	Brand
Joe Public Pty Ltd	Afronaut	Chicken Licken	Hotwings
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul 3 Straight
0307 Films	Settle	Sanlam	Brand
Net#work BBDO	Not Like Insurance	Virgin Money Insurance	Insurance
Star Films	Unbank Yourself	CBA Loop	Banking App
Joe Public Pty Ltd	The Tale of a Note	Nedbank	Brand
Egg Films	Original is Never Finished	adidas	adidas Originals
Egg Films	OneSource	Pernod-Ricard	Absolut Vodka
J Walter Thompson Cairo	Mega Blackberry Yogurt	Nestle	Mega Ice cream
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
J.Walter Thompson Dubai	Under-14 Handball	Mada Masr	Publication
DARLING FILMS (PTY) LTD	Chapter Two: Getting Ready For Christmas	Pick N Pay	Pick N Pay
DARLING FILMS (PTY) LTD	Pep Talk	KFC	KFC Double Down

TV CRAFTS - SA NON-ENGLISH PERFORMANCE			
Young & Rubicam	Everybody Knows	Western Cape Government	Safely Home
Ogilvy Johannesburg	Silly Spender	MultiChoice DStv	DStv Access
TV CRAFTS - SA NON-ENGLISH WRITING			
Wunderman South Africa	Shorta iRand	ShowMax	ShowMax
TV CRAFTS - SPECIAL VISUAL EFFECTS			
Joe Public Pty Ltd	Pharaoh	Chicken Licken	Rock My Soul Straight
FCB Joburg	Sprite Monster	Coca-Cola	Sprite
Joe Public Pty Ltd	Dragon	iWyze Insurance	Short term insurance
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
Wicked Pixels	Björk Not Get	Björk	Björk - Vulnicura Album
Chocolate Tribe Pty Ltd	Robot and Scarecrow	Chocolate Tribe / Vero	Chocolate Tribe / Vero
TV CRAFTS - WRITING			
Impact BBDO Dubai	Lies	Landmark Group	Centrepont
Impact BBDO Dubai	Sabotage	Landmark Group	Centrepont
King James II	Him, Her & Me	Siemens	Siemens
Net#work BBDO	Not Like Insurance	Virgin Money Insurance	Insurance
Wunderman South Africa	#MoreThanData	Investec Private Banking	Investec Private Banking
FCB Cape Town	CANSA - Back to Normal	CANSA	CANSA
Joe Public Pty Ltd	The Tale of a Note	Nedbank	Brand
House of Brave	Goodbye	1Life	1Life Brand
The Video Cartel	The Dakar Express	Superbalist.com	Fashion Designer
J.Walter Thompson Dubai	Suzy's Beauty Salon	Mada Masr	Publication
J.Walter Thompson Dubai	Under-14 Handball	Mada Masr	Publication
Young & Rubicam	Salt	Surf Shack	Surf Shack Outreach Programme
TV TRAILERS & CONTENT PROMOS			
Black River FC	Mechanic	Electronic Media Network	The Voice Season 2
Black River FC	Student	Electronic Media Network	The Voice Season 2

Radio communication finalists

BRANDED CONTENT RADIO			
Agency / Entrant	Title	Brand	Product
Joe Public Pty Ltd	Mother's Day Dedication	Centre For Communication Impact	Zazi
INTERNET & MOBILE AUDIO COMMERCIALS			
TBWA\Hunt\Lascaris Johannesburg	The US President	Flight Centre	Student Flights
Ogilvy Johannesburg	KFC Suppertime Stories 1. Why Thunder & Lightning live in the sky	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 2. Why Mosquito buzzes in people's ears	KFC	KFC Family Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 3. Why Hippo doesn't eat fish	KFC	KFC Family Bucket
RADIO CRAFTS - DIRECTION			
Impact BBDO Dubai	Firecracker	KFC	KFC Firecracker Chicken
TBWA\Hunt\Lascaris Johannesburg	The US President	Flight Centre	Student Flights
Impact BBDO Dubai	Sweet Dreams	Johnson & Johnson	Johnson's Baby Oil
TBWA\Hunt\Lascaris Johannesburg	A.I.	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bedroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Living Room Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bathroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Climate Change	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Knowledge	Flight Centre	Student Flights

TBWA\Hunt\Lascaris Johannesburg	The Joke	Appletiser	Summer Promo
TBWA\Hunt\Lascaris Johannesburg	The Guitar	Appletiser	Summer Promo
Publicis Machine	Exam	Takeda	Biral Anti-anxiety Medication
Publicis Machine	Driver's Licence Test	Takeda	Biral Anti-anxiety Medication
Publicis Machine	Gym Boy	Takeda	Biral Anti-anxiety Medication
FCB Africa (Pty) Ltd	iGugu Nomsa	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Lebo	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Siya	Cell C	C Surance
RADIO CRAFTS - ORIGINAL MUSIC & SOUND DESIGN			
Impact BBDO Dubai	Sweet Dreams	Johnson & Johnson	Johnson's Baby Oil
TBWA\Hunt\Lascaris Johannesburg	The US President	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	A.I.	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Climate Change	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Knowledge	Flight Centre	Student Flights
140 BBDO	Sounds like Hard Work	Coronation	Coronation
FCB Africa (Pty) Ltd	iGugu Nomsa	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Lebo	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Siya	Cell C	C Surance
FCB Joburg	You Will NOT! Your Day	Toyota South Africa (Pty) Ltd	Toyota Genuine Parts
FCB Joburg	Maternal Kombat	Netflorist	Netflorist
Joe Public Pty Ltd	School Anthem	One School at a Time	One School at a Time
RADIO CRAFTS - PERFORMANCE			
Impact BBDO Dubai	Firecracker	KFC	KFC Firecracker Chicken
Impact BBDO Dubai	Foodie	Commercial Insurance	Travel Insurance
Impact BBDO Dubai	Mystic	Commercial Insurance	Travel Insurance
Impact BBDO Dubai	Thriller	Commercial Insurance	Travel Insurance
Impact BBDO Dubai	Sweet Dreams	Johnson & Johnson	Johnson's Baby Oil
TBWA\Hunt\Lascaris Johannesburg	The US President	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bedroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Living Room Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bathroom Wall	Tiger Brands	Doom Insecticide
FCB Cape Town	Green	Exclusive Books	Penguin Classics
FCB Cape Town	Orange	Exclusive Books	Penguin Classics
FCB Cape Town	Red	Exclusive Books	Penguin Classics
TBWA\Hunt\Lascaris Johannesburg	A.I.	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Climate Change	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Knowledge	Flight Centre	Student Flights
Ogilvy Johannesburg	KFC Suppertime Stories 1. Why Thunder & Lightning live in the sky	KFC	KFC Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 2. Why Mosquito buzzes in people's ears	KFC	KFC Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 3. Why Hippo doesn't eat fish	KFC	KFC Bucket
Ogilvy Cape Town	People Can't Stop Themselves, Funeral	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Cape Town	People Can't Stop Themselves, Stalker	Volkswagen South Africa	Volkswagen Genuine Parts
Publicis Machine	Exam	Takeda	Biral Anti-anxiety Medication

Publicis Machine	Driver's Licence Test	Takeda	Biral Anti-anxiety Medication
FCB Africa (Pty) Ltd	iGugu Nomsa	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Lebo	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Siya	Cell C	C Surance
FCB Joburg	Maternal Kombatt	Netflorist	Netflorist
FCB Joburg	Brain Oh No	Netflorist	Netflorist
RADIO CRAFTS - SA NON-ENGLISH PERFORMANCE			
Ogilvy Johannesburg	Candles	MultiChoice DStv	DStv Access
Ogilvy Johannesburg	Cream	MultiChoice DStv	DStv Access
The Odd Number (Pty) Ltd	Mama	BBC Lifestyle	Hell's Kitchen
The Odd Number (Pty) Ltd	Mundisi	BBC Lifestyle	Hell's Kitchen
The Odd Number (Pty) Ltd	After Tears	Brand South Africa	Play Your Part
RADIO CRAFTS - SA NON-ENGLISH WRITING			
DDB South Africa	Inkanyamba	Medal Paints	Medal Paints
FCB Joburg	Misizeni	ABSA	Personal Loan
FCB Joburg	Sizakele	ABSA	Personal Loan
RADIO CRAFTS - WRITING			
Impact BBDO Dubai	Firecracker	KFC	KFC Firecracker Chicken
Impact BBDO Dubai	Sweet Dreams	Johnson & Johnson	Johnson's Baby Oil
TBWA\Hunt\Lascais Johannesburg	The US President	Flight Centre	Student Flights
TBWA\Hunt\Lascais Johannesburg	Fly on the Bedroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascais Johannesburg	Fly on the Living Room Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascais Johannesburg	Fly on the Bathroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascais Johannesburg	The Joke	Appletiser	Summer Promo
TBWA\Hunt\Lascais Johannesburg	The Guitar	Appletiser	Summer Promo
FCB Cape Town	Green	Exclusive Books	Penguin Classics
FCB Cape Town	Orange	Exclusive Books	Penguin Classics
FCB Cape Town	Red	Exclusive Books	Penguin Classics
FCB Cape Town	Karl	BMW Motorrad	Side View Assist
FCB Cape Town	Felix	BMW Motorrad	Side View Assist
TBWA\Hunt\Lascais Johannesburg	A.I.	Flight Centre	Student Flights
TBWA\Hunt\Lascais Johannesburg	Climate Change	Flight Centre	Student Flights
TBWA\Hunt\Lascais Johannesburg	Knowledge	Flight Centre	Student Flights
Young & Rubicam	Assortment of Poophemisims	Gui Ling Yuan Fang	Herbal Tea
Young & Rubicam	Collection of Poophemisims	Gui Ling Yuan Fang	Herbal Tea
Ogilvy Johannesburg	1. Sad Man Meal - No One Cheerses	KFC	Double Down
Ogilvy Johannesburg	2. Sad Man Meal - Long red thin shape	KFC	Double Down
Ogilvy Johannesburg	3. Sad Man Meal - Repeat the Punchline	KFC	Double Down
Ogilvy Johannesburg	1. Drink Anywhere - Preschool Concert in a Dark Jacket	KFC	Virgin Mojito
Ogilvy Johannesburg	2. Drink Anywhere - Welding Mask on a Plane	KFC	Virgin Mojito
Ogilvy Johannesburg	3. Drink Anywhere - Costume for the Car Pool	KFC	Virgin Mojito
Ogilvy Johannesburg	KFC Suppertime Stories 1. Why Thunder & Lightning live in the sky	KFC	KFC Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 2. Why Mosquito buzzes in people's ears	KFC	KFC Bucket
Ogilvy Johannesburg	KFC Suppertime Stories 3. Why Hippo doesn't eat fish	KFC	KFC Bucket
Ogilvy Cape Town	People Can't Stop Themselves, Stalker	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Cape Town	People Can't Stop Themselves, Funeral	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Cape Town	People Can't Stop Themselves, PC	Volkswagen South Africa	Volkswagen Genuine Parts
FCB Africa (Pty) Ltd	iGugu Nomsa	Cell C	C Surance

FCB Africa (Pty) Ltd	iGugu Lebo	Cell C	C Surance
FCB Africa (Pty) Ltd	iGugu Siya	Cell C	C Surance
FCB Joburg	Don't Mess with the Universe Fate	Toyota South Africa (Pty) Ltd	Toyota Genuine Parts
RADIO STATION COMMERCIALS			
J. Walter Thompson	Potty Mouth	Marmite	Marmite Spread
J. Walter Thompson	Smarty Pants	Marmite	Marmite Spread
J. Walter Thompson	Worry Wart	Marmite	Marmite Spread
Impact BBDO Dubai	Dilemma	Commercial Insurance	Home Insurance
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bedroom Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Living Room Wall	Tiger Brands	Doom Insecticide
TBWA\Hunt\Lascaris Johannesburg	Fly on the Bathroom Wall	Tiger Brands	Doom Insecticide
Impact BBDO Dubai	Firecracker	KFC	KFC Firecracker Chicken
Impact BBDO Dubai	Thriller	Commercial Insurance	Travel Insurance
Impact BBDO Dubai	Lucky Lebanese	La Libanaise Des Jeux	Loto Libanaise
Joe Public Pty Ltd	School Anthem	One School at a Time	One School at a Time
Joe Public Pty Ltd	War Cry	One School at a Time	One School at a Time
TBWA\Hunt\Lascaris Johannesburg	A.I.	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Climate Change	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Knowledge	Flight Centre	Student Flights
Wunderman South Africa	Weave	ShowMax	ShowMax video streaming
Wunderman South Africa	Delayed Flight	ShowMax	ShowMax video streaming
Wunderman South Africa	Home Affairs	ShowMax	ShowMax video streaming
Wunderman South Africa	Labola	ShowMax	ShowMax video streaming
Impact BBDO Dubai	Sweet Dreams	Johnson & Johnson	Johnson's Baby Oil
TBWA\Hunt\Lascaris Johannesburg	The Joke	Appletiser	Summer Promo
TBWA\Hunt\Lascaris Johannesburg	The Guitar	Appletiser	Summer Promo
TBWA\Hunt\Lascaris Johannesburg	Nostril	Mattel	Pictionary
TBWA\Hunt\Lascaris Johannesburg	Bee	Mattel	Pictionary
TBWA\Hunt\Lascaris Johannesburg	Birthmark	Mattel	Pictionary
Impact BBDO Dubai	The Parent Brag Off	Landmark Group	Centrepont
DDB South Africa	Attract the Rainbow	Wrigley	Skittles
DDB South Africa	Time Travel the Rainbow	Wrigley	Skittles
DDB South Africa	Hypnotise the Rainbow	Wrigley	Skittles
DDB South Africa	Fear the Rainbow	Wrigley	Skittles
Grey Advertising Africa (Pty) Ltd	Britney	Duracell	Duracell Duralock
Grey Advertising Africa (Pty) Ltd	Harry	Duracell	Duracell Duralock
Grey Advertising Africa (Pty) Ltd	Paris	Duracell	Duracell Duralock
FCB Cape Town	Green	Exclusive Books	Penguin Classics
FCB Cape Town	Red	Exclusive Books	Penguin Classics
FCB Cape Town	Flight	Blooms Pharmacy	Blooms Pharmacy
FCB Cape Town	Mall	Blooms Pharmacy	Blooms Pharmacy
FCB Cape Town	Office	Blooms Pharmacy	Blooms Pharmacy
FCB Cape Town	Karl	BMW Motorrad	Side View Assist
FCB Cape Town	Felix	BMW Motorrad	Side View Assist
140 BBDO	Someone has entered the conference	Coronation	Coronation
Young & Rubicam	Assortment of Poophemisims	Gui Ling Yuan Fang	Herbal Tea
Ogilvy Cape Town	Passer By	Volkswagen South Africa	VW Citi Vivo

Ogilvy Cape Town	People Can't Stop Themselves, PC	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Johannesburg	1. Nigel Pickle's Pants	Global Public-private Partnership for Handwashing	Globalhandwashing.org
Ogilvy Johannesburg	2. Fabien's Five-Thirty	Global Public-private Partnership for Handwashing	Globalhandwashing.org
Ogilvy Johannesburg	3. The Finkels' Outlet Pipe	Global Public-private Partnership for Handwashing	Globalhandwashing.org
J.Walter Thompson Dubai	Anna Politkovskaya	Kinokunya	Bookstore
Joe Public Pty Ltd	Dose of Bad	Panado	Panado Pediatric Syrup
Joe Public Pty Ltd	Dose of Dead	Panado	Panado Pediatric Syrup
Joe Public Pty Ltd	Dose of Thrones	Panado	Panado Pediatric Syrup
Ogilvy Johannesburg	1. Sad Man Meal - No One Cheerses	KFC	Double Down
Ogilvy Johannesburg	2. Sad Man Meal - Long red thin shape	KFC	Double Down
Ogilvy Johannesburg	3. Sad Man Meal - Repeat the Punchline	KFC	Double Down
Ogilvy Johannesburg	1. Drink Anywhere - Preschool Concert in a Dark Jacket	KFC	Virgin Mojito
Ogilvy Johannesburg	2. Drink Anywhere - Welding Mask on a Plane	KFC	Virgin Mojito
Ogilvy Johannesburg	3. Drink Anywhere - Costume for the Car Pool	KFC	Virgin Mojito
Young & Rubicam	Collection of Poophemisims	Gui Ling Yuan Fang	Herbal Tea
Young & Rubicam	Selection of Poophemisims	Gui Ling Yuan Fang	Herbal Tea
Joe Public Pty Ltd	Hospital	Adcock Ingram	Viral Guard
J.Walter Thompson Dubai	Bertolt Brecht	Kinokunya	Bookstore
J.Walter Thompson Dubai	Liao Yiwu	Kinokunya	Bookstore
J.Walter Thompson Dubai	Marquis de Sade	Kinokunya	Bookstore
FOXP2	Turtles	National Geographic Kids	National Geographic Kids
FOXP2	Butterflies	National Geographic Kids	National Geographic Kids
FOXP2	Birds	National Geographic Kids	National Geographic Kids
Ogilvy Cape Town	Technically Winner	Volkswagen South Africa	Volkswagen Genuine Parts
Joe Public Pty Ltd	Playtime 1	PSI	Lovers Plus Condoms
The Odd Number (Pty) Ltd	Sgt Nazo	BBC Brit	Police Interceptors
J Walter Thompson	Voice Recognition	Ford SA	SYNC 3
J Walter Thompson	Navigation	Ford SA	SYNC 3
J Walter Thompson	Touchscreen	Ford SA	SYNC 3
Ogilvy Cape Town	Technically Promotion	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Cape Town	Technically Holiday	Volkswagen South Africa	Volkswagen Genuine Parts
Joe Public Pty Ltd	The way he was dressed	People Opposing Women Abuse	People Opposing Women Abuse
Ogilvy Cape Town	Fill her up	Volkswagen South Africa	VW Citi Vivo
Ogilvy Cape Town	First Date	Volkswagen South Africa	VW Citi Vivo
Ogilvy Cape Town	People Can't Stop Themselves, Funeral	Volkswagen South Africa	Volkswagen Genuine Parts
Ogilvy Cape Town	People Can't Stop Themselves, Stalker	Volkswagen South Africa	Volkswagen Genuine Parts
Publicis Machine	Exam	Takeda	Biral Anti-anxiety Medication
Publicis Machine	Driver's Licence Test	Takeda	Biral Anti-anxiety Medication
Publicis Machine	Gym Boy	Takeda	Biral Anti-anxiety Medication
FCB Africa (Pty) Ltd	Passport Photo	Steers	Ridiculously Thick Milkshakes
FCB Africa (Pty) Ltd	Slow Clap	Steers	Ridiculously Thick Milkshakes
FCB Joburg	You Will NOT! Your Day	Toyota South Africa (Pty) Ltd	Toyota Genuine Parts
FCB Joburg	Don't Mess with the Universe Fate	Toyota South Africa (Pty) Ltd	Toyota Genuine Parts
FCB Joburg	Don't Mess with the Universe Murphy	Toyota South Africa (Pty) Ltd	Toyota Genuine Parts
FCB Joburg	Maternal Kombat	Netflorist	Netflorist
FCB Joburg	Brain Oh No	Netflorist	Netflorist
SA NON-ENGLISH RADIO STATION COMMERCIALS			
Joe Public Pty Ltd	Sbongile	POWA	Women Abuse
Joe Public Pty Ltd	Nomathemba	POWA	Women Abuse
Joe Public Pty Ltd	Mnenhle	POWA	Women Abuse

Joe Public Pty Ltd	Zukiswa	POWA	Women Abuse
Joe Public Pty Ltd	Isokisi	Jet	Back to School
Joe Public Pty Ltd	Is'khafini	Jet	Back to School
Joe Public Pty Ltd	Is'cathulo	Jet	Back to School
Ogilvy Johannesburg	Candles	MultiChoice DStv	DStv Access
Ogilvy Johannesburg	Cream	MultiChoice DStv	DStv Access
Ogilvy Johannesburg	Handcuffs	MultiChoice DStv	DStv Access
Joe Public Pty Ltd	Inner Peace 1	Chicken Licken	Rock My Soul 3
Joe Public Pty Ltd	Inner Peace 2	Chicken Licken	Rock My Soul 3
Joe Public Pty Ltd	Inner Peace 3	Chicken Licken	Rock My Soul 3
The Odd Number (Pty) Ltd	Mama	BBC Lifestyle	Hell's Kitchen
The Odd Number (Pty) Ltd	Mundisi	BBC Lifestyle	Hell's Kitchen
The Odd Number (Pty) Ltd	After Tears	Brand South Africa	Play Your Part
FCB Joburg	Lambile No Grocery	Debonairs	Real Deal
FCB Joburg	Lambile Pay Back The Money	Debonairs	Real Deal
DDB South Africa	Inkanyamba	Medal Paints	Medal Paints
FCB Joburg	Sizakele	ABSA	Personal Loan
I see a different you	Wa hamba Nathi	I see a different you	Self Promotion
Havas Worldwide Johannesburg	Gaviscon Food Songs - Choo choo	Gaviscon	Gaviscon
Havas Worldwide Johannesburg	Gaviscon Food Songs - Sometimes	Gaviscon	Gaviscon
Havas Worldwide Johannesburg	Gaviscon Food Songs - Inyama	Gaviscon	Gaviscon

Loeries' TV, film, video and radio communication judges

- **Jury president: Götz Ulmer**, Global CCO at Jung Von Matt, Hamburg, Germany*
- **Regional judge: Steve Babaeko**, CEO at X3M Ideas, Lagos, Nigeria*
- **Regional judge: Jason Nartey**, creative head at Scanad, Nairobi, Kenya*
- Jenny Glover, ECD at TBWA\Hunt\Lascaris, Johannesburg, South Africa
- Fran Luckin, ECD at Grey, Johannesburg, South Africa*
- Heidi Kasselmann, senior art director at Net#Work BBDO, Johannesburg, South Africa
- David Krueger, group head at Ogilvy, Johannesburg, South Africa*
- Neo Mashigo, ECD at M&C Saatchi, Cape Town, South Africa
- Sbu Sitole, co-founder and CCO at The Odd Number, Johannesburg, South Africa*
- Ahmed Tilly, CCO at FCB, Johannesburg, South Africa*
- Pepe Marais, co-founder and CCO at Joe Public, Johannesburg, South Africa*
- Rob McLennan, co-founder and CCO at King James the Second or KJII, Johannesburg, South Africa*
- Kirk Gainsford, ECD at Mullen Lowe, Cape Town, South Africa

**Also on the Craft panel*



#Loeries2017: Jury president jabber with Götz Ulmer

Leigh Andrews 26 May 2017



TV craft judges

- Archie Malinga, creative director at Ogilvy, Johannesburg, South Africa
- Chloe Coetsee, specialist director at Darling Films, Cape Town, South Africa
- Hanneke Schutte, independent film maker, South Africa
- Rui Alves, ECD at TBWA\Hunt\Lascaris, Johannesburg, South Africa
- Tebogo Malope, director at Bomb Commercials, Johannesburg, South Africa

- Simone Bosman, founder of Molo Sana Films, Johannesburg, South Africa
- Hylton Tannenbaum, director at Bioscope Films, Johannesburg, South Africa
- Jonathan Beggs, ECD at Saatchi & Saatchi, Johannesburg, South Africa
- Catherine Wanliss, creative officer at Ogilvy, Johannesburg, South Africa
- John Davenport, co-founder at Ireland Davenport, Johannesburg, South Africa
- Grant Sithole, ECD at Bakone Media and Advertising, Johannesburg, South Africa
- Paige Nick, co-founder at Nick & Barry, Johannesburg, South Africa

Radio craft judges

- Jonathan Deeb, ECD at FCB, Johannesburg, South Africa
- Graeme Jenner, creative founding partner at King James the Second or KJII, Johannesburg, South Africa
- Safaraaz Sindhi, creative director at Ogilvy, Cape Town, South Africa
- Annette de Klerk, copywriter at Network#BBDO, Johannesburg, South Africa
- Louis Enslin, founder and producer at Produce Sound, Johannesburg, South Africa
- Dave Harris, founder and CEO at Freq'ncy, Johannesburg, South Africa
- Marc Algranti, executive producer at Pulse Music, Cape Town, South Africa
- Donovan Bryan, ECD at Leo Burnett, South Africa
- Mukondi Ralushayi, founder and copywriter at Think Agency, Johannesburg, South Africa
- Devin Kennedy, ECD at King James, Johannesburg, South Africa
- Mimi Cooper, creative director at FoxP2, Cape Town, South Africa

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.

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