

All the Radio Communication finalists

Finalists have been announced in the Loeries' Radio Communication category.

BRANDED CONTENT RADIO			
Agency / Entrant	Title	Brand	Product
Thread	Xperia Mashlab	Sony Xperia	Sony Xperia phones, C3, Z3 and Z5
Joe Public Pty Ltd	SAB "BeTheMentor" Drunk Line	South African Breweries	SAB +18
INTERNET & MOBILE AUDIO COMMERCIALS			
M&C Saatchi Abel	GuptaGate	Nandos South Africa	Nandos
RADIO CRAFT - SA NON-ENGLISH PERFORMANCE			
Ogilvy & Mather Johannesburg	Car Jacker	MultiChoice DStv	DStv Compact
Ogilvy & Mather Johannesburg	Gazi	MultiChoice DStv	DStv Compact
Ogilvy & Mather Johannesburg	Slyza Tsotsi 1	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 2	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 3	KFC	KFC Streetwise 3
OpenCo - The Open Collaboration	TV and Life are 1: Rite Now	SABC 1	Brand
RADIO CRAFT - SA NON-ENGLISH WRITING			
Ogilvy & Mather Johannesburg	Slyza Tsotsi 1	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 2	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 3	KFC	KFC Streetwise 3
FCB Africa (Pty) Ltd	Netflorist "A War of Words - The Kitchen of Fury" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Status Liked" Radio	Netflorist	Netflorist
RADIO CRAFTS - DIRECTION			
Ogilvy & Mather Johannesburg	1. You Should Have Called - Email	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	2. You Should Have Called - Meme	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	3. You Should Have Called - Double Blue Tick	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	1. The Everyman Meal - Coloured Weights	KFC	KFC Man Meals
Ogilvy & Mather Johannesburg	2. The Everyman Meal - Claw Thing	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	3. The Everyman Meal - Cherry Lip Balm	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	1. Close shave with a train	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	2. Close shave with a chainsaw	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	3. Close shave with a Chinese triad	Philips	Philips Close Shave
TBW\Hunt\Lascaris Johannesburg	Skiing Trip	Flight Centre	Student Flights
TBW\Hunt\Lascaris Johannesburg	Spiritual Festival	Flight Centre	Student Flights

TBWA\Hunt\Lascaris Johannesburg	Spring Break	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Kev	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Dan	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Jen	Flight Centre	Student Flights
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Anniversary Forgotten" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - The Kitchen of Fury" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Status Liked" Radio	Netflorist	Netflorist

RADIO CRAFTS - ORIGINAL MUSIC & SOUND DESIGN

Produce Sound	Train	Philips	Series 5000
Produce Sound	Chain Saw	Philips	Series 5000
Produce Sound	Chinese Turf War	Philips	Series 5000
Baie-Lingual Concepts	Anglo Boer War	The-O/Produce/Sound Patch	The-O Recording Studio
TBWA\Hunt\Lascaris Johannesburg	Insomnia Equation	Tiger Brands	Peaceful Sleep Room Spray
TBWA\Hunt\Lascaris Johannesburg	Skiing Trip	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Spiritual Festival	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Spring Break	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Lavender Soap	City Lodge Hotels	Road Lodge
TBWA\Hunt\Lascaris Johannesburg	Fireplace	City Lodge Hotels	Road Lodge
TBWA\Hunt\Lascaris Johannesburg	Fireplace	City Lodge Hotels	Road Lodge
TBWA\Hunt\Lascaris Johannesburg	Old Kev	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Dan	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Jen	Flight Centre	Student Flights
Ogilvy & Mather Johannesburg	1. Close shave with a train	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	2. Close shave with a chainsaw	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	3. Close shave with a Chinese triad	Philips	Philips Close Shave
Publicis Machine	Treadmill	OLX	OLX Online Classifieds
Publicis Machine	Pinball	OLX	OLX Online Classifieds
Ogilvy & Mather Cape Town	"Hey Mom"	Volkswagen	Volkswagen Service
OpenCo - The Open Collaboration	TV and Life are 1: Rite Now	SABC 1	Brand
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Anniversary Forgotten" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - The Kitchen of Fury" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Status Liked" Radio	Netflorist	Netflorist

RADIO CRAFTS - PERFORMANCE

Ogilvy & Mather Johannesburg	1. You Should Have Called - Email	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	2. You Should Have Called - Meme	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	3. You Should Have Called - Double Blue Tick	Vodacom	Vodacom

Ogilvy & Mather Johannesburg	1. The Everyman Meal - Coloured Weights	KFC	KFC Man Meals
Ogilvy & Mather Johannesburg	2. The Everyman Meal - Claw Thing	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	3. The Everyman Meal - Cherry Lip Balm	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	1. Close shave with a train	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	2. Close shave with a chainsaw	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	3. Close shave with a Chinese triad	Philips	Philips Close Shave

RADIO CRAFTS - WRITING

TBWA\Hunt\Lascaris Johannesburg	Skiing Trip	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Spiritual Festival	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Spring Break	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Romance	City Lodge Hotels	City Lodge
TBWA\Hunt\Lascaris Johannesburg	Sandcastle	City Lodge Hotels	City Lodge
TBWA\Hunt\Lascaris Johannesburg	Business Deal	City Lodge Hotels	City Lodge
TBWA\Hunt\Lascaris Johannesburg	Old Kev	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Dan	Flight Centre	Student Flights
TBWA\Hunt\Lascaris Johannesburg	Old Jen	Flight Centre	Student Flights
Ogilvy & Mather Johannesburg	1. You Should Have Called - Email	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	2. You Should Have Called - Meme	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	3. You Should Have Called - Double Blue Tick	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	1. The Everyman Meal - Coloured Weights	KFC	KFC Man Meals
Ogilvy & Mather Johannesburg	2. The Everyman Meal - Claw Thing	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	3. The Everyman Meal - Cherry Lip Balm	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	2. Close shave with a chainsaw	Philips	Philips Close Shave
OpenCo - The Open Collaboration	CEO	BMW	BMW Original Parts
OpenCo - The Open Collaboration	Coach	BMW	BMW Original Parts
OpenCo - The Open Collaboration	Lawyer	BMW	BMW Original Parts
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Anniversary Forgotten" Radio	Netflorist	Netflorist

RADIO STATION COMMERCIALS

FoxP2	#OpenEyes - Neeson	Ster-Kinekor	Ster-Kinekor
FoxP2	#OpenEyes - Walken	Ster-Kinekor	Ster-Kinekor
FoxP2	#OpenEyes - Freeman	Ster-Kinekor	Ster-Kinekor
Black River FC	Pumpata	MINI	BMW South Africa
Black River FC	Mlololo	MINI	BMW South Africa
DDB	Psychic	Wrigley	Skittles
FCB Cape Town	Mark	BMW Motorrad	BMW System 6 Helmets
FCB Cape Town	Say What You Mean	Savanna	Premium Dry Cider

FOXP2	Locker	Master Lock	Master Lock
FoxP2	JZ	MasterLock	MasterLock Fingerprint Safe
FoxP2	Creepy Ex-Boyfriend	MasterLock	MasterLock Bluetooth SmartLock
FoxP2	17-Year-Old Son	Masterlock	Masterlock Bluetooth Smartlock
M&C Saatchi Abel	GuptaGate	Nandos South Africa	Nandos
FoxP2	Cubicle Kingdom	Ster-Kinekor	Ster-Kinekor
FoxP2	Footrub Mnstrel	Ster-Kinekor	Ster-Kinekor
FoxP2	Bearded Icarus	Ster-Kinekor	Ster-Kinekor
FCB Cape Town	GPS Stutter	BMW Motorrad	BMW S1000RR
Memac Ogilvy Dubai	Story of a Spoon	Greenpeace International	Plastic Redection
Memac Ogilvy	Andalusia	Volkswagen	Lane Assist
TBWAIHunt\Lascaris Johannesburg	Road Trip Equation	Tiger Brands	Peaceful Sleep Room Spray
TBWAIHunt\Lascaris Johannesburg	Insomnia Equation	Tiger Brands	Peaceful Sleep Room Spray
TBWAIHunt\Lascaris Johannesburg	Sleep Over Equation	Tiger Brands	Peaceful Sleep Room Spray
DDB	Email Scam	Honda Motors Southern Africa (PTY) Ltd	Honda Accord
DDB	Wedding Buffet	Honda Motors Southern Africa (PTY) Ltd	Honda Accord
Havas Worldwide Johannesburg	Small Space	South African Airways	Extra Legroom
TBWAIHunt\Lascaris Johannesburg	Skiing Trip	Flight Centre	Student Flights
TBWAIHunt\Lascaris Johannesburg	Spiritual Festival	Flight Centre	Student Flights
TBWAIHunt\Lascaris Johannesburg	Spring Break	Flight Centre	Student Flights
TBWAIHunt\Lascaris Johannesburg	Romance	City Lodge Hotels	City Lodge
TBWAIHunt\Lascaris Johannesburg	Sandcastle	City Lodge Hotels	City Lodge
TBWAIHunt\Lascaris Johannesburg	Business Deal	City Lodge Hotels	City Lodge
TBWAIHunt\Lascaris Johannesburg	Lavender Soap	City Lodge Hotels	Road Lodge
TBWAIHunt\Lascaris Johannesburg	Duck Down Duvet	City Lodge Hotels	Road Lodge
TBWAIHunt\Lascaris Johannesburg	Fireplace	City Lodge Hotels	Road Lodge
TBWAIHunt\Lascaris Johannesburg	Old Kev	Flight Centre	Student Flights
TBWAIHunt\Lascaris Johannesburg	Old Dan	Flight Centre	Student Flights
TBWAIHunt\Lascaris Johannesburg	Old Jen	Flight Centre	Student Flights
Ogilvy & Mather Johannesburg	Basement	WeChat	WeChat
Ogilvy & Mather Johannesburg	1. You Should Have Called - Email	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	2. You Should Have Called - Meme	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	3. You Should Have Called - Double Blue Tick	Vodacom	Vodacom
Ogilvy & Mather Johannesburg	1. The Everyman Meal - Coloured Weights	KFC	KFC Man Meals
Ogilvy & Mather Johannesburg	2. The Everyman Meal - Claw Thing	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	3. The Everyman Meal - Cherry Lip Balm	KFC	KFC The Everyman Meal
Ogilvy & Mather Johannesburg	1. KFC Coffee - Money Scam	KFC	KFC Coffee

Ogilvy & Mather Johannesburg	2. KFC Coffee - Smoker	KFC	KFC Coffee
Ogilvy & Mather Johannesburg	3. KFC Coffee - Cult	KFC	KFC Coffee
Ogilvy & Mather Johannesburg	1. Close shave with a train	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	2. Close shave with a chainsaw	Philips	Philips Close Shave
Ogilvy & Mather Johannesburg	3. Close shave with a Chinese triad	Philips	Philips Close Shave
Y&R South Africa/Y&R Labstore	Lake	General Mills - Nature Valley	Nature Valley Granola Bars
Ogilvy & Mather Johannesburg	Racy Bra	WeChat	WeChat
J.Walter Thompson Cape Town	Lorem Ipsum Hard Sell	J. Walter Thompson Cape Town	Job Position
J.Walter Thompson Cape Town	Lorem Ipsum Brand Anthem	J. Walter Thompson Cape Town	Job Position
J.Walter Thompson Cape Town	Lorem Ipsum Conversation	J. Walter Thompson Cape Town	Job Position
FCB Africa (Pty) Ltd	Genuine Parts Radio "The Roast"	Toyota South Africa (Pty) Ltd	Genuine Parts
FCB Africa (Pty) Ltd	Genuine Parts Radio "Leonard"	Toyota South Africa (Pty) Ltd	Genuine Parts
FCB Africa (Pty) Ltd	Genuine Parts Radio "Josh the Ex"	Toyota South Africa (Pty) Ltd	Genuine Parts
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Anniversary Forgotten" Radio	Netflorist	Netflorist
FoxP2	Pulp Fiction Cult	Ster-Kinekor	Cinema Nouveau Cult Movie Festival
FoxP2	The Shining Cult	Ster-Kinekor	Cinema Nouveau Cult Movie Festival
FoxP2	Big Lebowski Cult	Ster-Kinekor	Cinema Nouveau Cult Movie Festival
OpenCo - The Open Collaboration	CEO	BMW	BMW Original Parts
OpenCo - The Open Collaboration	Coach	BMW	BMW Original Parts
OpenCo - The Open Collaboration	Lawyer	BMW	BMW Original Parts
The Odd Number	Unlikely Coconut	BBC Brit	BBC Brit
Halo Advertising	Elliott Smooth Furniture Removals- Best Friend?	Elliott International Furniture Removals	Elliott International Furniture Removals
Halo Advertising	Elliott Smooth Furniture Removals- Fat?	Elliott International Furniture Removals	Elliott International Furniture Removals
FCB Africa (Pty) Ltd	Prius "La Bamba" Radio	Toyota South Africa (Pty) Ltd	Prius
Halo Advertising	Virgin Atlantic- Junior Office Clerk	Virgin Atlantic	Virgin Atlantic International Flights
Halo Advertising	Virgin Atlantic- Cold Calling Agent	Virgin Atlantic	Virgin Atlantic International Flights
Halo Advertising	Virgin Atlantic- Fashion Store Sales Assistant	Virgin Atlantic	Virgin Atlantic International Flights
FCB 1886	G-Thang	Cell C	Airtime Transfer
FCB 1886	Hot Date	Cell C	Airtime Transfer
FCB 1886	Poonami	Cell C	Airtime Transfer
Ogilvy & Mather Cape Town	"Hey Mom"	Volkswagen	Volkswagen Service
Ogilvy & Mather Cape Town	"Hey Boo"	Volkswagen	Volkswagen Service
Ogilvy & Mather Cape Town	"Hey Girl"	Volkswagen	Volkswagen Service
FCB Africa (Pty) Ltd	Prius "Hallelujah" Radio	Toyota South Africa (Pty) Ltd	Prius
FCB Africa (Pty) Ltd	Prius "When the Saints" Radio	Toyota South Africa (Pty) Ltd	Prius
TBWAIKRAAD	Coworkers: Ivan	Standard Chartered Bank	Visa Infinite Credit Card
TBWAIKRAAD	Coworkers: Janet	Standard Chartered Bank	Visa Infinite Credit Card
SA NON-ENGLISH RADIO STATION COMMERCIALS			
Ireland/Davenport	Hengel	Cliff Central	CasperRadio Show
FoxP2	No Word For Gay	We The Brave	We The Brave
FoxP2	New Words	We The Brave	We The Brave
Joe Public Pty Ltd	Radio Hijack 1	Nedbank	Just Save Account, Tax Free Savings Account, 32 Day Notice Account
Ogilvy & Mather Johannesburg	Car Jacker	MultiChoice DStv	DStv Compact

Ogilvy & Mather Johannesburg	Gazi	MultiChoice DStv	DStv Compact
Ogilvy & Mather Johannesburg	Slyza Tsotsi 1	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 2	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Slyza Tsotsi 3	KFC	KFC Streetwise 3
Ogilvy & Mather Johannesburg	Joy	MultiChoice DStv	DStv Box Office
Ogilvy & Mather Johannesburg	The Revenant	MultiChoice DStv	DStv Box Office
Ogilvy & Mather Johannesburg	The Big Short	MultiChoice DStv	DStv Box Office
FCB Africa (Pty) Ltd	Lexus Multi Terrain "Directions" Radio	Toyota South Africa (Pty) Ltd	Lexus
The Odd Number	Umsebenzi	BBC Brit	Top Gear
The Odd Number	Wholenut Fish	BBC Lifestyle	The Great South African Bake Off
The Odd Number	Custard and Sweets	BBC Lifestyle	The Great South African Bake Off
Joe Public Pty Ltd	Radio Hijack 2	Nedbank	Just Save Account, Tax Free Savings Account, 32 Day Notice Account
Joe Public Pty Ltd	Radio Hijack 3	Nedbank	Just Save Account, Tax Free Savings Account, 32 Day Notice Account
TBWA\Hunt\Lascaris Johannesburg	Monna	Tiger Brands	Peaceful Sleep Room Spray
FCB Africa (Pty) Ltd	Netflorist "A War of Words - Status Liked" Radio	Netflorist	Netflorist
FCB Africa (Pty) Ltd	Netflorist "A War of Words - The Kitchen of Fury" Radio	Netflorist	Netflorist
TBWA\Hunt\Lascaris Johannesburg	Mosadi	Tiger Brands	Peaceful Sleep Room Spray

Winners will be announced this coming weekend during Loeries® Creative Week™ Durban.

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