

All the digital and interactive communication finalists!

Finalists in the digital and interactive communication categories have been announced for the Loeries 2018.

DATA DRIVEN CAMPAIGN			
Agency / Entrant	Title	Brand	Product
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Make Them Stop	Tiger Brands	Doom
TBWA Hunt Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Joburg Ballet
Digitas Liquorice	Leave No Food Behind	Unilever	Knorr - Whatsfordinner
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
Wunderman South Africa	Interview - The Instagram Interview	Investec	Investec
Impact BBDO Dubai	Lucky Face	La Libanaise Des Jeux	Loto Libanaise
DIGITAL & INTERACTIVE - APPLICATIONS, GAMES & INTERACTIVE TOOLS			
M&C Saatchi Abel	Test Run a Dog	DARG Domestic Animal Rescue Group	DARG Domestic Animal Rescue Group
Joe Public United	The Invisible Issue	AB InBev	18+ Be The Mentor
Scanad	Culture Captcha	Kenya Tourism Board	Magical Kenya
DIGITAL & INTERACTIVE - DISPLAY ADVERTISING			
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Most Annoying Banner	Tiger Brands	Doom
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Breeding Banner	Tiger Brands	Doom
VML South Africa (Pty) Ltd	Project Seed	Standard Bank	Brand
VML South Africa (Pty) Ltd	Drop The Hint	American Swiss, The Foschini Group	Jewellery
Joe Public United	Timeline Takeover: Caveman	Black	Black
Joe Public United	Timeline Takeover: Bandito	Black	Black
Joe Public United	Timeline Takeover: Amish	Black	Black
DIGITAL & INTERACTIVE - MOBILE MEDIA			
1886 Advertising	Skip to the good bit	Cell C	SmartData
Justpalm Wireless Internet Solutions (Pty) Ltd	Miller	Heineken	Miller draft Genuine
Ogilvy Johannesburg	#SayItWithPS	Mondelez	Cadbury PS
King James Group	Siemens CalendAR app	Siemens	Siemens CalendAR app
DIGITAL & INTERACTIVE - SOCIAL MEDIA			
TBWAIRAAD	#SheDrives	Nissan KSA	Institutional
TBWAIRAAD	Slow Trends	Connect	Connect Boundless
TBWAIRAAD	Skins of Peace	Amnesty International	Campaign against Islamophobia
Cerebra	#SANationalBeerDay War	AB InBev	Brand
Net#work BBDO	Growl	Mercedes-Benz	AMG
TBWA Hunt Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Joburg Ballet
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Ermagherd Girl	MTN South Africa	MTN Brand
Showmax	The Comedy Central Roast Of Somizi	Showmax	The Comedy Central Roast Of Somizi
FCB Johannesburg	"Bheki the Mhaco Maker"	South African Tourism	South African Tourism
Ogilvy Cape Town	#HoldMyBeer	AB InBev	Castle Lite
Grey Advertising Africa (Pty) Ltd	The Sniff Upper Lip	Cuddlers	Cuddlers
Hellocomputer	#LoveEveryone	Netflorist	Netflorist
Wunderman South Africa	Interview - The Instagram Interview	Investec	Investec
King James Group	Mha Nam National Savings Month	Sanlam	Financial products
Collective ID	Casper's NEXT	Standrad Bank	Standrad Bank

Mortimer Harvey	Posthumous Posts	Road Accident Fund	Road Accident Fund
Showmax & Sketchbook Studios	Tali's Wedding Diary	Showmax	Showmax - Tali's Wedding Diary
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
Ogilvy Cape Town	#Marco #Polo	Volkswagen	Polo
Joe Public United	SBU 2.0	Chicken Licken	Feed MyCraving 10
King James Group	#whatidratherdo	Santam	Santam
M&C Saatchi Abel	#rightmyname	Nando's	PERi-PERi Chicken
M&C Saatchi Abel	Hidden Heritage	Iziko Museums	Iziko Museums
DIGITAL & INTERACTIVE - WEBSITE OR MICROSITE			
BNRY	404 For Good	BNRY	404 For Good
Scanad	It's Worth It	APA Insurance	APA Health Cover - Jamii Plus
Hellocomputer	The Journal	Investec	The Investec Journal 5
King James Group	Sanlam Family Fortune	Sanlam	Sanlam Private Wealth
Hellocomputer, JHB	South African Tourism Renovation	South African Tourism	South Africa
King James Group	Shop For Good	Sanlam	SCI
DIGITAL CRAFTS - MUSIC & SOUND DESIGN			
TBWA Hunt Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Joburg Ballet
King James Group	2 Minute Shower Songs	Sanlam	2 Minute Shower Songs
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
DIGITAL CRAFTS - USE OF TECHNOLOGY			
VML South Africa (Pty) Ltd	Drop The Hint	American Swiss, The Foschini Group	Jewellery
King James Group	Mha Nam National Savings Month	Sanlam	Financial products
Scanad	Culture Captcha	Kenya Tourism Board	Magical Kenya
Ogilvy Johannesburg	The World's First Baby Marathon	Kimberly-Clark	Huggies
Ogilvy Johannesburg	Halloween Sleepover	DStv	DStv
Impact BBDO Dubai	Lucky Face	La Libanaise Des Jeux	Loto Libanaise
DIGITAL CRAFTS - USER EXPERIENCE DESIGN			
Hellocomputer	The Journal	Investec	The Investec Journal 5
Hellocomputer, JHB	South African Tourism Renovation	South African Tourism	South Africa
DIGITAL CRAFTS - WRITING			
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
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
DIGITAL INTEGRATED CAMPAIGN			
Net#work BBDO	Growl	Mercedes-Benz	AMG
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
The Niche Guys	World Toilet Day 2017	Unilever	Domestos
Hellocomputer & FCB Cape Town	5 questions to end bullying	Western Cape Government	Department of Education
King James Group	Not That Newlands	AB InBev	Newlands Spring Brewery
FCB Johannesburg	"Bheki the Mhaco Maker"	South African Tourism	South African Tourism
King James Group	Mha Nam National Savings Month	Sanlam	Financial products
Ogilvy Johannesburg	The World's First Baby Marathon	Kimberly-Clark	Huggies
MullenLowe	MINI Water-Smart Getaways	MINI	MINI Countryman
Ogilvy Cape Town	#Marco #Polo	Volkswagen	Polo
M&C Saatchi Abel	#rightmyname	Nando's	PERi-PERi Chicken
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.