

Day three winners



By [Evan-Lee Courie](#)

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The Awards announced on day three of Loeries Creative Week 2020, Wednesday, 18 November, included Radio & Audio, Radio Crafts and Student Awards in partnership with Facebook.

Preetesh Sewraj, Loeries CEO, opened the ceremony with a special message, "One of the things that has been very important this year is, is to have the support of our sponsors. I really want to share a special thank you to all of the sponsors who have made Loeries Creative Week 2020 a reality."

“ In other years when things were good, it's easy for someone to support the Loeries and it's easy to have other organisations support us, but in a year like this when things have been tough, this is when we really needed the support of our sponsors. ”

Sewraj encourages readers to browse through the Loeries platform to see what the sponsors are doing to support the creative industry.



Preetesh Sewraj, Loeries CEO

Radio & Audio

- Radio Station Commercials: A Campaign Gold Loerie went to Chicken Licken and Joe Public for the No Longer Popping Campaign.
- SA Non-English Radio Station Commercials: A Campaign Gold went to BBC Studios and The Odd Number for the Kasi Sensei Campaign.

Radio Crafts

- A Campaign Craft Gold went to BBC Studios and The Odd Number for Kasi Sensei Campaign.
- A Campaign Craft Gold went to Chicken Licken and Joe Public for The No Longer Popping Campaign.
- SA Non-English Writing a Campaign Craft Gold went to BBC Studios and The Odd Number for the Kasi Sensei Campaign.

- SA Non-English Performance a Campaign Craft Gold went to BBC Studios and The Odd Number for the Kasi Sensei Campaign.

Student Awards

- Digital Media from IIE-Vega a Gold Loerie went to Kyle Pather, Sabrina Strydom, Erin Kay Pearson and Daniel Kartun.
- Motion Graphic Design from University of Pretoria a Gold Loerie went to Dian Labuschagne and Tumi Mamabolo.

Radio has been capitalising on the instantaneous nature of social media to capture trending topics and amplify conversations as dictated by audiences. They tag, follow, and engage their audience at a local and national level. Radio adverts have become shorter to suit social media and include videos and pictures.

On day three, the Loeries awarded the Radio & Audio, Radio Crafts and The Student Awards in partnership with Facebook. The Student Awards category is for tertiary students across Africa and Middle East to provide work showcasing electronic and physical media content.

Here's a list of all the winners from day three:

Radio Station Commercials
Bronze Loerie goes to Massdiscounters and The Odd Number for Mom
Bronze Loerie goes to Mahindra and Joe Public for Pete
Bronze Loerie goes to Apartheid Museum and Joe Public for Commemorating The Youth Of 1976: The Struggle Of Learning In Sesotho
Campaign Bronze goes to Datsun South Africa and TBWA Hunt Lascaris Johannesburg for The Clarity of Hindsight Campaign
Campaign Bronze goes to Toyota South Africa Motors and FCB Joburg for The Corolla Reverse Radio Campaign
Campaign Silver goes to Carling Black Label and DraftLine JHB for The Disclaimer Ads Campaign
Campaign Silver goes to Landmark Group and FP7McCann, Dubai for The Big Messes Campaign
Campaign Gold Loerie goes to Chicken Licken and Joe Public for the No Longer Popping Campaign
Internet & Mobile Audio Commercials
Bronze Loerie goes to Savanna and Grey Advertising / WPP Team Liquid for #DecoloniseAutocorrect: Autoloza.
Branded Content Radio & Audio
Silver Loerie goes to Wesgro and King James Group for Dreaming of One Day Podcast
SA Non-English Radio Station Commercials
Campaign Bronze goes to Flexi Suite and Abnormal for the 'n Bietjie meer professioneel Campaign
Campaign Bronze goes to MTN South Africa and TBWA Hunt Lascaris Johannesburg for the MOMO Dramas Campaign
Campaign Bronze goes to Nedbank and Joe Public for the Golden Treatment Campaign
Campaign Silver goes to Nedbank and Joe Public for the 5.11% Interest Campaign
Campaign Silver goes to MultiChoice DStv and Ogilvy Johannesburg for the Friday the 13th Campaign
Campaign Gold goes to BBC Studios and The Odd Number for the Kasi Sensei Campaign

Radio Crafts - Direction
Campaign Craft Certificate goes to MultiChoice DStv and Ogilvy Johannesburg for Friday the 13th Campaign
Radio Crafts - Writing
Campaign Craft Certificate goes to Mahindra and Joe Public for The How Far Campaign
Campaign Craft Gold goes to BBC Studios and The Odd Number for Kasi Sensei Campaign
Campaign Craft Gold goes to Chicken Licken and Joe Public for The No Longer Popping Campaign
Radio Crafts - Original Music & Sound Design
Campaign Craft Certificate goes to BBC Studios and The Odd Number for the Kasi Sensei Campaign
Radio Crafts - Performance
Craft Certificate goes to Massdiscounters and The Odd Number for Mom
Radio Crafts - SA Non-English Writing
Campaign Craft Certificate goes to MultiChoice DStv and Ogilvy Johannesburg for the Friday the 13th Campaign
Campaign Craft Gold goes to BBC Studios and The Odd Number for the Kasi Sensei Campaign
Radio Crafts - SA Non-English Performance
Campaign Craft Certificate goes to MultiChoice DStv and Ogilvy Johannesburg for the Friday the 13th Campaign
Campaign Craft Gold goes to BBC Studios and The Odd Number for the Kasi Sensei Campaign
Student Award in partnership with Facebook
Out of Home from AAA School of Advertising a Bronze Loerie goes to Nicola Carter
Integrated Campaign from AAA School of Advertising a Silver Loerie goes to Sohyeon (Kelly) Bang
Online Film, Short Film & Music Videos from AFDA a Bronze Loerie goes to TyraLee Nel
Indoor Posters from Greenside Design Center a Campaign Bronze goes to Netanya Egdes
Television, Film & Video Crafts from IIE-Vega a Craft Certificate goes to Thando Kubheka, Samuel Mathu, Sheldon Colborne
Architecture, Interior Design & Temporary Structures from IIE-Vega a Bronze Loerie goes to Alexandra Chapman
Online Film, Short Film & Music Videos from IIE-Vega a Bronze Loerie goes to Thando Kubheka, Samuel Mathu, Sheldon Colborne
Out of Home from IIE-Vega a Bronze Loerie goes to Sabina Lawrie, Chantal Jonker, Josh Cowell, Sonal Pema
Motion Graphic Design from Inscape Education Group a Bronze Loerie goes to Chante Brand
Logos and Identity Programmes from Nelson Mandela University a Bronze Loerie goes to Sheré Danielle Delport
Publication Design from North-West University a Bronze Loerie goes to Elani du Preez
Integrated Campaign from North-West University a Silver Loerie goes to Tanya van Deventer
Television, Cinema & Internet Commercials from Red & Yellow Creative School of Business a Bronze Loerie goes to Anna Durr
Digital Media from Red & Yellow Creative School of Business a Bronze Loerie goes to Anna Durr
Television, Film & Video Crafts from Stellenbosch Academy of Design & Photography a Craft Certificate goes to Simon Kotze
Television, Film & Video Crafts from Stellenbosch Academy of Design & Photography a Craft Certificate goes to Nico Jardim
Digital Media from Stellenbosch Academy of Design & Photography a Bronze Loerie goes to Simon Kotze
General Design from Stellenbosch Academy of Design & Photography a Bronze Loerie goes to Naneca Viljoen
Newspaper, Magazine, Tactical Print from Stellenbosch Academy of Design & Photography a Bronze Loerie goes to Jamie Slabber
Fabric Design from Stellenbosch Academy of Design & Photography a Bronze Loerie goes to Luzey Uys
Online Film, Short Film & Music Videos from Stellenbosch Academy of Design & Photography a Silver Loerie goes to Nico Jardim
Package Design from The Creative Academy a Bronze Loerie goes to Tanya Viljoen
Package Design from The Creative Academy a Silver Loerie goes to Tanya Viljoen
General Design from The Open Window a Bronze Loerie goes to Jack Singer
Digital Media from The Open Window a Silver Loerie goes to Caitlin Boeyens
General Design from University of Johannesburg a Campaign Bronze goes to Judd Lombard, Stephanie Leone, Samantha Sheldon, Thamsanqa Gwafa
Publication Design from University of Johannesburg a Silver Loerie goes to Jamie Calf
Motion Graphic Design from University of Pretoria a Bronze Loerie goes to Dylan Beangstrom, Kaylin Naidoo
Motion Graphic Design from University of Pretoria a Silver Loerie goes to Ian Ramkrishna, Kayleigh Ellerbeck
Motion Graphic Design from University of Pretoria a Silver Loerie goes to Helene-Marie Guillaume
Motion Graphic Design from University of Pretoria a Silver Loerie goes to Kaela Butler-White
Digital Media from IIE-Vega a Gold Loerie goes to Kyle Pather, Sabrina Strydom, Erin Kay Pearson, Daniel Kartun
Motion Graphic Design from University of Pretoria a Gold Loerie goes to Dian Labuschagne, Tumi Mamabolo
Television, Film & Video Crafts from University of Pretoria a Craft Gold goes to Dian Labuschagne, Tumi Mamabolo

Congratulations to all the winners!

[via GIPHY](#)

In case you missed it:



#Loeries2020: Day one winners

Jessica Tennant 16 Nov 2020



#Loeries2020: Day two winners

Jessica Tennant 17 Nov 2020



Keep an eye on our [Loeries special section](#) for our coverage over the course of the week and for all the winners announced over the next few days.

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