

2014 Loerie Award winners - the retail perspective

This weekend has been all about the celebration of the advertising industry, as the annual Loeries took over Cape Town to celebrate the best-of-the-best in local advertising. But for which retail brands were these winning campaigns created? Let's take a look...

Here is Bizcommunity.com's trimmed list of the Loerie winners, based on retail brands alone. (Please note, this list includes all automobile brands, retail banks and mobile networks, as well as the food service industry and any NGO where the campaign had a retail-type execution.)

Brand	Product	Title	Entry Agency	Category	Prize	Country
Absa	Sponsorship	Make Think Did	The Jupiter Drawing Room (South Africa)Johannesburg	Brand Identity & Collateral Design - General Collateral	Bronze	South Africa
Absa	Sponsorship	Make Think Did	The Jupiter Drawing Room (South Africa)Johannesburg	Live Events - Sponsorship	Campaign Silver	South Africa
Absa	Sponsorship	Make Think Did	The Jupiter Drawing Room (South Africa)Johannesburg	Alternative Media & Field Marketing	Silver	South Africa
Absa	ABSA Funeral Plan	Abashwe	Ireland/Davenport	New Voice Non-English Radio	Gold	South Africa
Absa	Sponsorship	Make Think Did	The Jupiter Drawing Room (South Africa)Johannesburg	Integrated Campaign	Campaign Bronze	South Africa
Adidas	Orlando Pirates	The Ghost	140 BBDO	Brand Identity & Collateral Design - General Collateral	Silver	South Africa
adidas	adidas Originals	adidas Originals Unite Joburg	Publicis Machine	Live Events	Campaign Bronze	South Africa
adidas Originals	RUN THRU TIME	RUN THRU TIME	Geometry Global (Pty)Ltd	Non-broadcast Video & Film	Campaign Bronze	South Africa
Airtel Uganda	Airtel Money	Send Money	Scanad Uganda	Africa & Middle East - Print Communication	Campaign Bronze	Uganda
Audi	Audi A3 Sportback	#AudiA3Exchange	Ogilvy & Mather Cape Town	Effective Creativity	Silver	South Africa
Barclays Africa	Internal Employee Roadshow	The Undisputed Heavyweight Banking Champion Of Africa	Mann Made Media	Live Events	Campaign Silver	South Africa
Beacon	All-Sorts	Poppable Billboard	AAA School of Advertising Cape Town	Student - Outdoor; Collateral & Alternative Media	Silver	South Africa
Bhuti Craft Beer	Bhuti Craft Beer	Bhuti Craft Beer	North-West University	Student - Package Design	Bronze	South Africa
BMW	BMW M Series	The BMW Challenge	Levergy & O'IMAGE	Live Events - Sponsorship	Campaign Silver	South Africa
Born and Bread	Born and Bread	Born and Bread	North-West University	Student - Package Design	Bronze	South Africa
Bose	Noise Cancelling Headphones	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg	Newspaper Advertising	Campaign Gold	South Africa
Brandhouse	Johnnie Walker	King Of Flavour	King James Group	Digital Integrated Campaign	Campaign Silver	South Africa
Brandhouse Beverages	Johnnie Walker	King Of Flavour	King James Group	Digital & Interactive - Microsite	Gold	South Africa
Brandhouse Beverages	Bells Extra Special Scotch Whisky	The Reader	King James Group	TV & Cinema Commercials - above 90s	Silver	South Africa
Brandhouse Beverages	Bells	The Reader	Velocity Films	TV Crafts - Cinematography	Craft Certificate	South Africa
Brandhouse Beverages	Amstel Lager	The Chef	Owenkessel Leoburnett	TV Crafts - Best Use of Licensed Music	Craft Certificate	South Africa
Brandhouse Beverages	Amstel Lager	The Chef	Owenkessel Leoburnett	TV Crafts - Performance	Craft Certificate	South Africa

Brandhouse Beverages	Johnnie Walker	Keep Walking South Africa	King James Group	Integrated Campaign	Campaign Bronze	South Africa
Brandhouse Beverages	Johnnie Walker Platinum Label	Johnnie Walker One Bottle	King James Group	Effective Creativity	Gold	South Africa
Capitec Bank	Capitec Bank Website	Capitec Bank Website	Quirk Cape Town (Pty) Ltd	Digital & Interactive - Website	Bronze	South Africa
Castle	Castle Lager	Save our indigenous forests	Thirtyfour	Print & Collateral Crafts - Typography	Craft Certificate	South Africa
Cell C	Cell C	Cover Up""	FCB 1886	PR Communication Campaign	Campaign Bronze	South Africa
CHEVRON/CALTEX	LICENCE TO LIVE	LICENCE TO LIVE	Y&R South Africa	Alternative Media & Field Marketing	Gold	South Africa
Chicken Licken	0% TRANSFAT	You're Dead	Net#work BBDO	Radio Commercials	Campaign Bronze	South Africa
Chicken Licken	0% Transfat	You're Dead	Net#work BBDO	Radio Crafts - Writing	Campaign Craft Certificate	South Africa
Chicken Licken	Big John	Trucker	Net#work BBDO	TV & Cinema Commercials - up to 90s	Gold	South Africa
CNA	Halloween Promotion	Masks	Promise	Print & Collateral Crafts - Art direction	Campaign Craft Certificate	South Africa
CNA	Halloween Promotion	Masks	Promise	Print & Collateral Crafts - Illustration	Campaign Craft Gold	South Africa
Coca-Cola South Africa	Coca-Cola	A rainbow for the Rainbow Nation	FCB South Africa (PTY) LTD	PR Communication Campaign	Campaign Gold	South Africa
Coca-Cola South Africa	Coca-Cola	A rainbow for the Rainbow Nation	FCB South Africa (PTY) LTD	Media Innovation - Single Medium	Gold	South Africa
Coca-Cola South Africa	Coca-Cola	A rainbow for the Rainbow Nation	FCB South Africa (PTY) LTD	Outdoor Media	Grand Prix	South Africa
Coca-Cola South Africa	Coca-Cola	Bobby	FCB South Africa (PTY) LTD	TV & Cinema Commercials - up to 90s	Bronze	South Africa
Coca-Cola South Africa	Coca-Cola	Bobby	Velocity Films	TV Crafts - Editing	Craft Certificate	South Africa
Coca-Cola South Africa	Coca-Cola	Bobby	FCB South Africa (PTY) LTD	TV Crafts - Best Use of Licensed Music	Craft Gold	South Africa
Coca-Cola South Africa	Coca-Cola	A rainbow for the Rainbow Nation	FCB South Africa (PTY) LTD	Integrated Campaign	Campaign Bronze	South Africa
Commodity Exchange cc	Smile condoms	The invisible threat	Advantage Y&R	Africa & Middle East - Live Events	Campaign Silver	Namibia
Distell	Oude Meester	Mastery in the Making	140 BBDO & Egg Films	TV Crafts - Direction	Craft Certificate	South Africa
Distell	Oude Meester	Mastery in the Making	140 BBDO & Egg Films	TV Crafts - Cinematography	Craft Certificate	South Africa
Distell	Oude Meester	Mastery in the Making	140 BBDO & Egg Films	TV Crafts - Writing	Craft Certificate	South Africa
Distell	Oude Meester	Mastery in the Making	140 BBDO & Egg Films	TV Crafts - Production Design	Craft Certificate	South Africa
Distell	Oude Meester	Mastery in the Making	140 BBDO & Egg Films	TV Crafts - Editing	Craft Certificate	South Africa
DSP Plascon	Plascon	Colorful Escalators	GOLO	Africa & Middle East - Outdoor & Collateral Media	Bronze	Mozambique
Durex	Durex	Farewell Elizabet	Havas Worldwide Istanbul	Africa & Middle East - Digital & Interactive Communication	Silver	Turkey
Exclusive Books	Exclusive Books	Opening Lines	Thirtyfour	Digital Integrated Campaign	Campaign Bronze	South Africa
Exclusive Books	Exclusive Books	1984	Net#work BBDO	Radio Crafts - Direction	Craft Certificate	South Africa
Exclusive Books	Exclusive Books	Exclusive S.E.E.D Library	140 BBDO	Ubuntu Award	Gold	South Africa
First National Bank	FNB League of Innovators	FNB League of Innovators	Gloo Digital Design	Digital & Interactive - Internet Advertising	Bronze	South Africa
First National Bank	FNB ATM Switch	FNB ATM Switch	Gloo Digital Design	Digital & Interactive - Applications; Activations & Interactive tools	Silver	South Africa
First National Bank	FNB ATM Switch	FNB ATM Switch	Gloo Digital Design	Digital Crafts - Best use of Technology	Craft Certificate	South Africa

Food for thought	Food for thought	Food for thought	North-West University	Student - Publication Design	Silver	South Africa
Foodcorp	Bobtail	Streetpole for dogs	Joe Public	Street-Pole	Silver	South Africa
Foodcorp	Bobtail	When they wont let go	Joe Public	Magazine Advertising	Campaign Silver	South Africa
Honest Chocolate	Honest Chocolate	Honest Chocolate	Stellenbosch Academy of Design and Photography	Student - Print & Design Crafts - Illustration	Craft Certificate	South Africa
Huggies	Gold	Cribs	Ogilvy & Mather Johannesburg	Radio Crafts - Writing	Campaign Craft Certificate	South Africa
Jameson	Jameson Whiskey	The Indie Channel	NATIVE VML	Branded Content	Bronze	South Africa
John West	John West Pilchards	Making Pilchards Sexy. (With Sharks.)	Geometry Global (Pty) Ltd	Internet & Mobile Commercials	Silver	South Africa
Johnnie Walker	Johnnie Walker	Johnnie Walker Whisky Profiler	King James Group	Digital & Interactive - Applications; Activations & Interactive tools	Silver	South Africa
Kalahari.com	Kalahari.com	Pass The Parcel	J. Walter Thompson Cape Town Pty Ltd.	Live Activations	Bronze	South Africa
KFC South Africa	Add Hope	Faces of Hope	Ogilvy Public Relations South Africa	Ubuntu Award	Silver	South Africa
Khayelitsha Cookies	Scrumptious Cookies	Scrumptious Cookies	Y&R South Africa	Ubuntu Award	Bronze	South Africa
Labello	Labello	The Electric Kiss Project	FCB South Africa (PTY) LTD and HelloComputer	Digital & Interactive - Applications; Activations & Interactive tools	Bronze	South Africa
Land Rover Jaguar	LAND ROVER	LAND ROVER BOTTLE CAP	Y&R South Africa	Three Dimensional & Environmental Design - Package & Industrial Design	Bronze	South Africa
Land Rover Jaguar	LAND ROVER	Herds	Y&R South Africa	Posters	Campaign Bronze	South Africa
Land Rover Jaguar	LAND ROVER	Herds	Y&R South Africa	Print & Collateral Crafts - Photography	Campaign Craft Certificate	South Africa
Land Rover Jaguar	Jaguar Pre-approved Vehicles	Car of your dreams	Y&R South Africa	Radio Crafts - Original Music & Sound Design	Campaign Craft Certificate	South Africa
LG Electronics	MiniBeam	Beaming Rocket	KREMA Worldwid	Africa & Middle East - TV; Film & Video Communication	Silver	Korea; Republic Of
Lion Matches	Lion Matches	Lion Strike	AAA School of Advertising JHB	Student - Radio Commercials	Bronze	South Africa
Lucozade	Lucozade	Give Me Strength	Ogilvy & Mather Johannesburg	Radio Commercials	Grand Prix	South Africa
Lucozade	Lucozade	Give Me Strength	Ogilvy & Mather Johannesburg	Radio Crafts - Writing	Campaign Craft Gold	South Africa
McDonald's	Breakfast	Night and Day	DDB South Africa	TV & Cinema Commercials - up to 90s	Bronze	South Africa
Merchants on Long	African Concept E-Store	Merchants Online	Pier2Pier	Digital & Interactive - Website	Silver	South Africa
M-Fone	Oju	Oju Africa App	One Kingdom Creative Studio	Digital & Interactive - Mobile Applications & Sites	Grand Prix	South Africa
MINI	MINI JCW	MINI JCW	Gloo Digital Design	Digital & Interactive - Mobile Advertising	Bronze	South Africa
Mbdjaji Books	bookly	bookly	NATIVE VML	Digital & Interactive - Mobile Applications & Sites	Bronze	South Africa
Mbdjaji Books	bookly	bookly	NATIVE VML	Digital Integrated Campaign	Campaign Bronze	South Africa
Mbdjaji Books	bookly	bookly	NATIVE VML	Ubuntu Award	Bronze	South Africa
Mr. Delivery	Mr. D	I Hate You	M&C Saatchi Abel	Radio Crafts - Performance	Craft Certificate	South Africa
MTN	MTN Number Portability	Saka Ports	DDB Lagos	Africa & Middle East - Integrated Campaigns	Campaign Silver	Nigeria
MTN	MTN Mahala Airtime	MTN - I'm a Hero - Pastor	AAA School of Advertising JHB	Student - Radio Commercials	Bronze	South Africa
Nandos	How does Nandos make you feel?	How does Nandos make you feel?	Black River FC	Brand Identity & Collateral Design - Direct & Promotional Mail	Bronze	South Africa

Nandos	1918 - Forever	1918 - Forever	Black River FC	Print & Collateral Crafts - Writing	Craft Certificate	South Africa
Nando's	Nando's	Nando's E-toll	AAA School of Advertising JHB	Student - Radio Commercials	Bronze	South Africa
Nedbank	Ke Yona	Ke Yona	NATIVE VML	Digital Integrated Campaign	Campaign Gold	South Africa
Nedbank	Sawy	Water Billboard	Joe Public	Outdoor Media	Bronze	South Africa
Nedbank	Ke Yona	Ke Yona	NATIVE VML	Integrated Campaign	Campaign Gold	South Africa
Nedbank	Ke Yona	Ke Yona	NATIVE VML	Effective Creativity	Bronze	South Africa
Nedbank Capital	Nedbank Capital Sustainability Awards	The Future Newspaper	Joe Public	Tactical use of Newspaper	Bronze	South Africa
Nestle Professional	Nestle Professional	Thought for food	Lowe Cross Colours	Brand Identity & Collateral Design - Identity Programmes	Campaign Bronze	South Africa
Nestle Professional	Nestle Professional	Thought for Food	Lowe Cross Colours	Digital Crafts - Illustration; Photography & Graphic Design	Craft Gold	South Africa
Oakley	Oakley Medusa Heritage Head Piece	Medusa	Derrick	Live Activations	Bronze	South Africa
Organ Donor Foundation	The Exchange	The Exchange	NATIVE VML	Effective Creativity	Bronze	South Africa
Origin Coffee Roasters	Origin Dark Roast Coffee	Wake-up Calls	Joe Public	Posters	Campaign Bronze	South Africa
Origin Coffee Roasters	Origin Dark Roast Coffee	Wake-up Calls	Joe Public	Print & Collateral Crafts - Illustration	Campaign Craft Certificate	South Africa
PharmaDynamics	Efferflu C Immune Booster	Project Trapped	Saatchi & Saatchi South Africa	Digital & Interactive - Social Media	Silver	South Africa
PharmaDynamics	Efferflu C Immune Booster	Project Trapped	Saatchi & Saatchi South Africa	Digital Integrated Campaign	Campaign Silver	South Africa
PharmaDynamics	Efferflu C Immune Booster	Project Trapped	Saatchi & Saatchi South Africa	Integrated Campaign	Campaign Silver	South Africa
Recollection	Recollection Online Hospice Store	Recollection	AAA School of Advertising Cape Town	Student - Digital & Interactive Communication	Gold	South Africa
Sandisk	Sandisk Safe Data Storage	Sandisk 2. Carousel Of The Mind.	AAA School of Advertising Cape Town	Student - Newspaper & Magazine Advertising	Bronze	South Africa
Savanna	Savanna Dry	Vuvuzela	FCB Cape Town	Radio Commercials	Bronze	South Africa
Scrabble	Scrabble	Equal Playing Field	AAA School of Advertising JHB	Student - Newspaper & Magazine Advertising	Campaign Bronze	South Africa
Sprite	Sprite	Bill the Billboard	Ogilvy & Mather Africa - Nairobi	Africa & Middle East - Outdoor & Collateral Media	Silver	Kenya
Sprite	Sprite	Bill the Billboard	Ogilvy Africa	Print & Collateral Crafts - Writing	Craft Certificate	Kenya
Ster-Kinekor	Brand	Great moments at their Greatest""	FOXP2	Effective Creativity	Gold	South Africa
Supplements SA	Supplements SA	Kettlebells	Stellenbosch Academy of Design and Photography	Student - Package Design	Silver	South Africa
The Body Shop	Colour Crush Lipstick	The Body Shop Effect	Red & Yellow School	Student - Posters	Campaign Silver	South Africa
The Breadline Eatery	Restaurant/ Caf��	The Breadline Eatery	Red&Yellow School	Student - Logos and Identity Programmes	Campaign Bronze	South Africa
Tiger Brands	Tiger Brands	The Tiger Alphabet	TBWA\Hunt\Lascaris Johannesburg	Alternative Media & Field Marketing	Silver	South Africa
Tiger Brands	Peaceful Sleep Mosquito Repellant	Up all night	TBWA\Hunt\Lascaris Johannesburg	Radio Commercials	Campaign Bronze	South Africa
Timberland	Brave and Curious	Brave and Curious	Red&Yellow School	Student - Package Design	Bronze	South Africa
Toyota South Africa Motors (Pty) Ltd	Lexus Adaptive Lights	Precognition	FCB South Africa (PTY) LTD	Radio Commercials	Gold	South Africa
Toyota South Africa Motors (Pty) Ltd	Toyota Genuine Parts	More Genuine	FCB South Africa (PTY) LTD	Radio Commercials	Campaign Silver	South Africa

Toyota South Africa Motors (Pty) Ltd	Toyota Genuine Parts	More Genuine	FCB South Africa (PTY) LTD	Radio Crafts - Performance	Campaign Craft Certificate	South Africa
Tusker	Tusker Lager	Twende Kazi	BBDO EAST AFRICA	Africa & Middle East - TV; Film & Video Communication	Bronze	Kenya
Tusker	Tusker Lager	Twende Kazi	BBDO EAST AFRICA	Africa & Middle East - Integrated Campaigns	Campaign Bronze	Kenya
Unilever	SUNLIGHT 2 IN 1	SUNLIGHT RAY OF HOPE	JERICO ADVERTISING	Africa & Middle East - Ubuntu Award	Gold	Zimbabwe
Unilever	Robertsons Herbs and Spices	SkyDine	The Hardy Boys	Live Activations	Bronze	South Africa
Unilever	Robertsons Herbs and Spices	SkyDine	The Hardy Boys	Media Innovation - Single Medium	Bronze	South Africa
Unilever	Omo DIG	Clean Never Discovered	The Hardy Boys	Newspaper Advertising	Campaign Bronze	South Africa
VANS Shoes	VANS Shoes	VANS Versatile	Stellenbosch Academy of Design and Photography	Student - Package Design	Bronze	South Africa
Volkswagen	Volkswagen Side Assist	The Press Ads That Know What's Coming	Ogilvy & Mather Cape Town	Tactical use of Newspaper	Campaign Bronze	South Africa
Volkswagen	Golf R	Terminal Velocity	Ogilvy & Mather Cape Town	Posters	Gold	South Africa
Volkswagen	VW Genuine Parts	Malapropisms	Ogilvy & Mather Cape Town	Radio Commercials	Campaign Silver	South Africa
Warwick Wines	The Grape Shed	Wine Awards	Thirtyfour	In-Store	Silver	South Africa
Wrigley	Skittles	Smuggle the Rainbow. Taste the Rainbow.	DDB South Africa	Digital & Interactive - Website	Gold	South Africa
Wrigley	Skittles	Smuggle the Rainbow. Taste the Rainbow.	DDB South Africa	Digital Integrated Campaign	Campaign Silver	South Africa
Wrigley	Skittles	Smuggle the Rainbow. Taste the Rainbow.	DDB South Africa	Print & Collateral Crafts - Art direction	Craft Certificate	South Africa
Wrigley	Skittles	Smuggle the Rainbow. Taste the Rainbow.	DDB South Africa	Internet & Mobile Commercials	Bronze	South Africa

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