

232 Loeries awarded

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This year, the 45 edition of the Loeries, saw 232 Loeries awarded, out of 2,100 entries.



Source: Gallo Images <https://www.loeries.com/gallo-images/> Gallo Images Ogilvy won a total of 16 Loeries at the 45 Loeries

The 45th Loerie Awards took place this past week 2 - 6 October, rewarding creative work across 17 categories. A total of 619 brands were represented by 219 agencies, from 18 countries across Africa and the Middle East, with 18% of entries from outside of South Africa.

The entries were judged by over 170 jury members who awarded five grand Prix, 17 Gold Loeries, three Campaign Golds, 49 Silver Loeries, 8 Campaign Silvers, 77 Bronze Loeries, 16 Campaign Bronze, 12 Craft Gold, three Craft Gold.

Ogilvy SA was named Agency of the Year and Ogilvy was named Regional Agency of the Year was also took home two Grand Prix and three gold Loeries, and a total of 16 Loeries.


Grand Prix were awarded to FP7 McCann, Impact BBDO and The Odd Number.

Publicus Groupe took home two Gold Loeries.

Grid Worldwide, Grey Advertising, Scanad, The Animation School, the Red & Yellow School, North West University,

TBWA/Hunt Lascaris, The Star Company, FP7 McCann, Impact BBDO, Joe Public, Joe Public United, and VMLY&R all took home a Gold Loeries.

Impact BBDO took home 19 Loeries, Joe Public 17, Publicis Group 16, and TBWA/Hunt Lascaris 13.



#Loeries2023: Ogilvy SA named Agency of the Year

7 Oct 2023

All winners

| Brand Identity & Collateral Design - Logos | | | | | |
|--|--|----------------------|----------------------------------|---|---------------------------------|
| Prize | Entry agency | Country | Brand | Title | Product |
| Silver | Grid Worldwide | South Africa | FNB | FNB Rebrand | Financial Services |
| Bronze | Start Having Impact From Today (Pty) Ltd t/a SHIFT | South Africa | SHIFT | SHIFT | Brand Identity |
| Brand Identity & Collateral Design - Identity Programmes | | | | | |
| Bronze | Grid Worldwide | South Africa | FNB | FNB Rebrand | Financial Services |
| Graphic Design - Posters & Environmental Graphics | | | | | |
| Campaign Bronze | Grid Worldwide | South Africa | ZIOUX | ZIOUX BREAK FREE | RESTAURANT |
| Graphic Design - General Design | | | | | |
| Bronze | RAPT Creative | South Africa | Heineken | Live from the Sunny Side | Sol |
| Bronze | Publicis Groupe | United Arab Emirates | Always | Not Hot Periodwear | Always / Feminine Care pads |
| Graphic Design - Package Design | | | | | |
| Gold | Grid Worldwide | South Africa | Inverroche | Bee&Bee | Inverroche Classic |
| Publication Design | | | | | |
| Gold | Publicis Groupe | United Arab Emirates | Home Centre | Unseen Tears | Retail Furniture |
| Silver | Ogilvy South Africa | South Africa | DStv and University of Cape Town | #StoriesFromTheAshes - Book | University of Cape Town Library |
| Design - Motion Graphic Design | | | | | |
| Bronze | Wicked Pixels | South Africa | Nedbank | Nedbank Brand Campaign 2022 | Banking |
| Bronze | Wicked Pixels | South Africa | Allianz & IPC | Destroy Your Day 1 #MoveNow | Paralympics |
| Design - Design for Digital | | | | | |
| Silver | MakeReign & Dentsu Creative | South Africa | Trophy Stout | #ReclaimYourDNA Virtual Museum Experience | Beer |
| Design - Interior Design & Temporary Structures | | | | | |
| Silver | National Sea Rescue Institute | South Africa | National Sea Rescue Institute | Survival Swimming Centres | Survival Swimming Centres |
| Bronze | Ogilvy South Africa | South Africa | Volkswagen South Africa | The Blind Spot | Automotive Products |
| Design - Industrial & Product Design | | | | | |
| Gold | FP7 McCann | United Arab Emirates | Heinz | Ketch-Up & Down | Heinz |
| Design Mixed-Media Campaign | | | | | |

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|--|-----------------------------|----------------------|---|---|---------------------------|
| Silver | Saatchi & Saatchi ME | United Arab Emirates | Kinokuniya | Time To Read | Book Store |
| Bronze | Grid Worldwide | South Africa | Inverroche | Bee&Bee | Inverroche Classic |
| Bronze | dentsu Creative | South Africa | ABINBEV | RECLAIM YOUR DNA | TROPHY STOUT |
| Bronze | Grid Worldwide | South Africa | FNB | FNB Rebrand | Financial Services |
| Bronze | Publicis Groupe | United Arab Emirates | Transparency International - Lebanon | The Currency of Corruption | Anti Corruption NGO |
| Bronze | Saatchi & Saatchi ME | United Arab Emirates | Oreo | Oreo & Friends | Oreo & Friends |
| Design Crafts - Photography | | | | | |
| Craft Certificate | Publicis Groupe | United Arab Emirates | Home Centre | Unseen Tears | Retail Furniture |
| Design Crafts - Writing for Design | | | | | |
| Craft Certificate | Clockwork Digital (Pty) Ltd | South Africa | Laphroaig | Laphroaig - Say It In South African | Laphroaig Whisky |
| Design Crafts - Illustration | | | | | |
| Campaign Craft Certificate | dentsu Creative | South Africa | ABINBEV | RECLAIM YOUR DNA | TROPHY STOUT |
| Craft Certificate | Publicis Groupe | United Arab Emirates | Transparency International - Lebanon | The Currency of Corruption | Anti Corruption NGO |
| Design Crafts - Typography | | | | | |
| Craft Certificate | Impact BBDO | United Arab Emirates | adidas | Impossible | adidas |
| Digital - Web Browser-based Experience | | | | | |
| Silver | MakeReign & Dentsu Creative | South Africa | ABINBEV | #ReclaimYourDNA Virtual Museum Experience | Beer |
| Silver | Publicis Groupe | United Arab Emirates | K-Lynn | Self Check Out | Exclusive Lingerie |
| Bronze | Joe Public | South Africa | Chicken Licken | Gwijo Formations | Brand |
| Digital - Social Media Campaign | | | | | |
| Grand Prix | FP7 McCann | United Arab Emirates | Heinz | HeinzJack | Heinz |
| Campaign Gold | VMLY&R South Africa | South Africa | Vodacom | Vodacom Hearing Challenge | 1 |
| Bronze | Ogilvy South Africa | South Africa | KFC | Eat Chicken For Breakfast | KFC |
| Bronze | Accenture Song | South Africa | POWA | A Father's Voice | NGO |
| Bronze | Publicis Groupe | United Arab Emirates | ABAAD Resource Center for Gender Equality | Dirty Laundry | Gender Equality NGO |
| Bronze | FP7 McCann | United Arab Emirates | Testicular Cancer Society | Wall Street Balls | Brand |
| Digital - Applications, Games & Interactive tools | | | | | |
| Bronze | Impact BBDO | United Arab Emirates | Lay's | Cinema Crunch Hack | Lay's |
| Digital - Data Driven Campaign | | | | | |
| Silver | X3M Ideas | Nigeria | The Extra Step Initiative | THE SOOT LIFE EXPECTANCY | The Extra Step Initiative |
| Bronze | Ogilvy South Africa | South Africa | SAB (ABINBEV) | The Foam Knows | Carling Black Label |

| Digital - Use Of Influencers | | | | | |
|---|---|----------------------|--------------------------|---|---|
| Campaign Silver | Joe Public | South Africa | Chicken Licken | Gwijo Avenue | Brand |
| Silver | Saatchi & Saatchi ME | United Arab Emirates | Visa | Graduation Ceremony | Visa |
| Digital - Use of AI | | | | | |
| Campaign Gold | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Bronze | MullenLowe MENA FZ LLC | United Arab Emirates | Aurora50 | Fixing the bAIs | Social Enterprise creating inclusive workplaces |
| Digital - Use of Metaverse, AR and VR | | | | | |
| Silver | King James Group (part of Accenture Song) | South Africa | Sanlam | LI:FE of Confidence | Group Brand |
| Digital - Games & Gamification | | | | | |
| Bronze | Accenture Song | South Africa | WESGRO | Play before you stay | Western Cape Tourism |
| Digital Crafts - User Experience Design | | | | | |
| Craft Certificate | MakeReign & Dentsu Creative | South Africa | ABINBEV | #ReclaimYourDNA Virtual Museum Experience | Beer |
| Digital Crafts - Writing | | | | | |
| Campaign Craft Gold | Promise | South Africa | PPS | 1883 William Anderson Soga Finding the Forgotten Graduate | Brand campaign |
| Digital Crafts - Use of Technology | | | | | |
| Craft Gold | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Craft Certificate | Accenture Song | South Africa | WESGRO | Play before you stay | Western Cape Tourism |
| Digital Crafts - Music & Sound Design | | | | | |
| Craft Certificate | VMLY&R South Africa | South Africa | Vodacom | Vodacom Hearing Challenge | 1 |
| Craft Certificate | Promise | South Africa | PPS | Finding the Forgotten Graduate | Brand campaign |
| Craft Certificate | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Craft Certificate | Joe Public United | South Africa | Chicken Licken | Gwijo Formations | Brand |
| Digital Crafts - Digital Design | | | | | |
| Craft Certificate | TBWA\ Hunt Lascaris | South Africa | adidas | The Impossible Billboard | FIFA World Cup x adidas 2022 |
| PR & Media Communication Campaign | | | | | |
| Gold | Scanad | Kenya | Zeva | Stain Not Shame | Fashion |
| Silver | TBWA\ Istanbul | Turkey | BirGün Newspaper | Suicide or Femicide? | Inverted Balcony |
| Bronze | Joe Public United | South Africa | Amnesty International | The Real Maternity Issue | Amnesty International |
| Bronze | Impact BBDO | United Arab Emirates | AnNahar Newspaper | Newspapers Inside The Newspaper | AnNahar Newspaper |
| Bronze | Impact BBDO | United Arab Emirates | LBCI | We Mss Lebanon | LBCI |
| Live Events | | | | | |
| Silver | Impact BBDO | United Arab Emirates | LBCI | We Mss Lebanon | LBCI |
| Live Activations | | | | | |
| Gold | Publicis Groupe | United Arab Emirates | McDonald's | The Drive Thru School | Food & Beverage |

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|---|-----------------------|----------------------|---------------------------------|---------------------------------|----------------------|
| Silver | Joe Public United | South Africa | Nedbank | Reality Check | Investments |
| Bronze | Lobengula Advertising | South Africa | Old Mutual | Retirement Mail Activation | Retirement |
| Bronze | Ogilvy South Africa | South Africa | Pep | Changing Stations | Pep |
| Live Crafts | | | | | |
| Craft Certificate | Ogilvy South Africa | South Africa | Volkswagen South Africa | The Blind Spot | Automotive Products |
| Media Innovation - Single Medium | | | | | |
| Gold | VMLY&R South Africa | South Africa | Vodacom | Vodacom Hearing Challenge | 1 |
| Silver | Impact BBDO | United Arab Emirates | AnNahar Newspaper | Newspapers Inside The Newspaper | AnNahar Newspaper |
| Silver | Impact BBDO | United Arab Emirates | EBM | Schoolgirl Newscasters | Girls' education |
| Silver | Impact BBDO | United Arab Emirates | UN Women | Child Wedding Cards | UN Women |
| Bronze | Accenture Song | South Africa | WESGRO | Play before you stay | Western Cape Tourism |
| Bronze | TBWA\ Hunt Lascaris | South Africa | McDonalds South Africa | You Gotta Try It | Chicken Big Mac |
| Bronze | Scanad | Kenya | Zeva | Stain Not Shame | Fashion |
| Bronze | FP7 McCann | United Arab Emirates | Heinz | HeinzJack | Brand |
| OOH - Outdoor Media | | | | | |
| Bronze | Leo Burnett Beirut | Lebanon | Tide / P&G | Tide Brightens The Night | Tide - Overall brand |
| OOH - Direct Mail | | | | | |
| Silver | Impact BBDO | United Arab Emirates | UN Women | Child Wedding Cards | UN Women |
| OOH - Ambient | | | | | |
| Grand Prix | Ogilvy South Africa | South Africa | Volkswagen South Africa | The Blind Spot | Automotive Products |
| Silver | Saatchi & Saatchi ME | United Arab Emirates | Kinokuniya | Time To Read | Book Store |
| Silver | FP7 McCann | United Arab Emirates | Heinz | HeinzJack | Brand |
| Bronze | Grid Worldwide | South Africa | Inverroche | Bee&Bee | Inverroche Classic |
| Bronze | TBWA\Istanbul | Turkey | BirGün Newspaper | Suicide or Femicide? | Inverted Balcony |
| Bronze | Ogilvy | Kenya | Gertrude's Children's Hospital | The Harmacy | #DispoSafely |
| Bronze | Impact BBDO | United Arab Emirates | Yokohama Tires / Roads for Life | Shrine Saviors | Road safety |
| Bronze | Publicis Groupe | United Arab Emirates | McDonald's | The Drive Thru School | Food & Beverage |
| OOH Crafts - Art Direction | | | | | |
| Craft Gold | Ogilvy South Africa | South Africa | Volkswagen South Africa | The Blind Spot | Automotive Products |
| Craft Certificate | Saatchi & Saatchi ME | United Arab Emirates | Kinokuniya | Time To Read | Book Store |
| OOH Crafts - Typography | | | | | |
| Craft Certificate | Impact BBDO | United Arab Emirates | adidas | Impossible | adidas |

| Print - Print Advertising | | | | | |
|-------------------------------------|-----------------------|----------------------|--------------------------------|--|--------------------------------|
| Grand Prix | Impact BBDO | United Arab Emirates | AnNahar Newspaper | Newspapers Inside The Newspaper | AnNahar Newspaper |
| Silver | Joe Public United | South Africa | Amnesty International | The Real Maternity Issue | Amnesty International |
| Bronze | The Odd Number | South Africa | Newzroom Afrika | Maboneng (Place Of Light) | Loadshedding |
| Bronze | FP7 McCann | United Arab Emirates | Clooney Foundation for Justice | HAIR IS NOT A CRIME | Clooney Foundation for Justice |
| Campaign Silver | Prodigious Africa | South Africa | Nestlé | Spider | Nescafé |
| Campaign Silver | Publicis Middle East | United Arab Emirates | Stellantis | Desert | Jeep |
| Campaign Silver | Joe Public | South Africa | Chicken Licken | Post Man | Secret Menu |
| Campaign Bronze | Ogilvy South Africa | South Africa | KFC | Risk it for the Taste - Drip | KFC |
| Campaign Bronze | Accenture Song | South Africa | Marmite | New & UNimproved | Marmite |
| Campaign Bronze | Joe Public | South Africa | POWA | Rape Portrait 1 | Non Profit Organisation |
| Campaign Bronze | Impact BBDO | United Arab Emirates | Loto Libanais | Richer Rumors | Lottery |
| Print Crafts - Art direction | | | | | |
| Campaign Craft Certificate | Publicis Middle East | United Arab Emirates | Stellantis | Rocks | Jeep |
| Craft Certificate | Joe Public | South Africa | Chicken Licken | Post Man | Secret Menu |
| Craft Certificate | Publicis Groupe | United Arab Emirates | Home Centre | Unseen Tears | Retail Furniture |
| Radio Station Commercials | | | | | |
| Grand Prix | The Odd Number | South Africa | Budget Insurance | Have A Baby | Car Insurance |
| Gold | Grey Advertising | South Africa | Rand Merchant Bank | The 411 on ESG | Rand Merchant Bank |
| Bronze | Horizon FCB Dubai | United Arab Emirates | DHL | DHL Message Delivery | DHL Delivery |
| Bronze | Dalmatian Advertising | South Africa | Renault South Africa | TweeBuffels | Renault Tribes |
| Campaign Silver | TBWA\ Hunt Lascaris | South Africa | City Lodge Hotels | Family | City Lodge Hotels |
| Campaign Silver | Joe Public | South Africa | Chicken Licken | Mistaken Identity | EasyBucks Meals |
| Campaign Bronze | Ogilvy South Africa | South Africa | MultiChoice | Loadshedding Productions presents THE BALLAD OF ANTONY MANDIBLES | DStv App |
| Campaign Bronze | Joe Public | South Africa | Engen | At 5am... | Quickshop & Co |
| Internet & Mobile Audio Commercials | | | | | |
| Bronze | Joe Public | South Africa | Chicken Licken | Gwijo Formations | Brand |
| Branded Content Radio & Audio | | | | | |
| Gold | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Silver | FP7 McCann | United Arab Emirates | Babyshop | Frequencies of Peace | Brand |

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|---|--------------------------|----------------------|---------------------------|--|-----------------------------|
| Bronze | Joe Public | South Africa | Apartheid Museum | Uncensored Freedom | Brand |
| Bronze | Publicis Groupe | United Arab Emirates | Sound On | The Waterproof Playlist | Sound On Speaker |
| SA Non-English Radio Station Commercials | | | | | |
| Campaign Gold | Joe Public | South Africa | Chicken Licken | Mbappe | Chicky Licky |
| Campaign Silver | McCann Joburg | South Africa | Dettol | Small Big Things_u'H' OMOSHAYO | Bar Soap |
| Campaign Silver | Joe Public United | South Africa | Chicken Licken | Junior | Lunch Meal |
| Campaign Bronze | M&C Saatchi Abel | South Africa | Nando's | Baby shower | Nando's delivery |
| Campaign Bronze | Joe Public | South Africa | SAB (ABINBEV) | Episode 1 | SAB SHARP |
| Campaign Bronze | Joe Public | South Africa | Nedbank | iBhubesi Eliphenduka iHhashi | Nedbank Children's Affinity |
| Radio Crafts - Direction | | | | | |
| Campaign Craft Certificate | TBWA\ Hunt Lascaris | South Africa | City Lodge Hotels | Road Trip | City Lodge Hotels |
| Campaign Craft Certificate | TBWA\ Hunt Lascaris | South Africa | Nissan South Africa | Nono's Surprise | Nissan Magnite |
| Radio Crafts - Writing | | | | | |
| Campaign Craft Gold | The Odd Number | South Africa | Budget Insurance | Have A Baby | Car Insurance |
| Craft Certificate | Grey Advertising | South Africa | Rand Merchant Bank | The 411 on ESG | Rand Merchant Bank |
| Radio Crafts - Music | | | | | |
| Craft Gold | FP7 McCann | United Arab Emirates | Babysnap | Frequencies of Peace | Brand |
| Radio Crafts - Performance | | | | | |
| Craft Certificate | Ogilvy South Africa | South Africa | MultiChoice | Loadshedding Productions presents THE BALLAD OF ANTONY MANDIBLES | DStv App |
| Craft Certificate | Saatchi & Saatchi ME | United Arab Emirates | LOGI Energy | The Right to Power: 47 seconds | Health Services |
| Radio Crafts - SA Non-English Writing | | | | | |
| Campaign Craft Gold | Boomtown | South Africa | AMillion Girls Foundation | Floods | AMillion Girls Foundation |
| Campaign Craft Certificate | McCann Joburg | South Africa | Dettol | Small Big Things_u'NI' OMOSHAYO | Bar Soap |
| Radio Crafts - SA Non-English Performance | | | | | |
| Campaign Craft Certificate | Joe Public United | South Africa | Chicken Licken | Junior | Lunch Meal |
| Radio Crafts - Use of Technology | | | | | |
| Craft Gold | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Film - TV & Cinema Commercials - up to 90s | | | | | |
| Silver | MullenLowe South Africa | South Africa | Save the Children | Indololwane | Save The Children |
| Silver | Joe Public | South Africa | Chicken Licken | Popcorn Chicken Shaker | EasyBucks Meals |
| Silver | The Odd Number | South Africa | Tiger Brands | Always Eat'alian | Fatti's & Moni's |
| Bronze | Halo Advertising Pty Ltd | South Africa | Capital Legacy | Where There's No Will | Wills and Estate Services |

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|---|----------------------------|----------------------|--|--|-----------------------------------|
| Campaign Bronze | DUKE Advertising (Pty) Ltd | South Africa | D.H BROTHERS INDUSTRIES (PTY) LTD T/A WILLOWTON OIL & CAKE MILLS | Taste Nice. No Lies - Favourite | Sunshine D - Margarine |
| Campaign Bronze | The Odd Number | South Africa | Budget Insurance | Faf | Good South Africans |
| Campaign Bronze | Joe Public United | South Africa | Uber Eats | Deep-fried | Uber Eats |
| Campaign Bronze | Impact BBDO | United Arab Emirates | MNHD | The Athlete's Home | Clubside |
| Film - TV & Cinema Commercials - above 90s | | | | | |
| Grand Prix | Ogilvy South Africa | South Africa | KFC | Anything for the Taste | KFC |
| Gold | Joe Public | South Africa | Chicken Licken | Undeclared Since Forever | Brand |
| Silver | Accenture Song SA | South Africa | Capfin | The Matriarch | Personal loans |
| Silver | Publicis Groupe | United Arab Emirates | Home Centre | The Homecoming | Retail Furniture |
| Bronze | 0307 | South Africa | McDonald's | McDonald's Sorry Mom | Restuarant & Fast Food |
| Bronze | Publicis Groupe | United Arab Emirates | Home Centre | The Creature | Retail Furniture |
| Film - Online Film - above 30s | | | | | |
| Silver | Ogilvy South Africa | South Africa | KFC | Eat Chicken For Breakfast | KFC |
| Silver | FCB Africa | South Africa | Western Cape Government | Hurt People, Hurt People | Film |
| Campaign Bronze | Joe Public | South Africa | SAB (ABINBEV) | Treehouse | Hansa Pilsener |
| Film - TV Trailers & Content Promos | | | | | |
| Bronze | Pitch Black Post | South Africa | Netflix | Bambelela Siyajika | iNumber Number |
| Film - Other Screens | | | | | |
| Bronze | Impact BBDO | United Arab Emirates | EBM | Schoolgirl Newscasters | Girls' education |
| Bronze | Accenture Song SA | South Africa | Capfin | The Matriarch | Personal loans |
| Film - Branded Content Film - Single | | | | | |
| Bronze | Iconic Agency | South Africa | Red Bull | (UN)CREDITED - The Story of Afro Dance | Red Bull Energy Drink |
| Film - Music Videos | | | | | |
| Gold | The Star Film Company | South Africa | Music Video | Disturbed 'Bad Man' | Music Video |
| Silver | Arcade | South Africa | Desire Marea | Be Free | Music Video |
| Silver | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Film Crafts - Direction | | | | | |
| Craft Gold | Romance | South Africa | KFC | Anything for the taste | Kentucky Fried Chicken |
| Craft Certificate | DARLING FILMS (PTY) LTD | South Africa | Chicken Licken | There's a SoulSister in All of Us | Chicken Licken |
| Craft Certificate | Romance | South Africa | Chicken Licken | Big John, Ya' hunga forever | Big John burger |
| Craft Certificate | Romance | South Africa | Western Cape Government | Hurt People, Hurt People | Gender Based Violence |
| Craft Certificate | The Star Film Company | South Africa | Music Video | Disturbed 'Bad Man' | Music Video |
| Craft Certificate | 0307 | South Africa | Short Film no Brand association | The Little Match Girl | Short Film no advertising product |

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|---|--|----------------------|---|-----------------------------------|-------------------------------------|
| Craft Certificate | Romance | South Africa | Chicken Licken | Undeclared Since Forever | Chicken Licken |
| Film Crafts - Cinematography | | | | | |
| Craft Gold | 0307 | South Africa | Short Film - no brand association | The Little Match Girl | Short Film - no brand association |
| Film Crafts - Writing | | | | | |
| Craft Certificate | Joe Public | South Africa | Chicken Licken | Undeclared Since Forever | Brand |
| Film Crafts - Animation | | | | | |
| Craft Certificate | Wicked Pixels | South Africa | Samsung | Samsung Underwater Love | Galaxy S23 Ultra Phone |
| Film Crafts - Special Visual Effects | | | | | |
| Craft Gold | Romance | South Africa | Chicken Licken | Big John, Ya' hunga forever | Big John burger |
| Craft Certificate | Wicked Pixels | South Africa | Samsung | Samsung Underwater Love | Galaxy S23 Ultra Phone |
| Film Crafts - Best Use of Licenced Music | | | | | |
| Craft Gold | Romance | South Africa | KFC | Anything for the taste | Kentucky Fried Chicken |
| Craft Certificate | DARLING FILMS (PTY) LTD | South Africa | Chicken Licken | There's a SoulSister in All of Us | Chicken Licken |
| Film Crafts - Performance | | | | | |
| Craft Gold | Romance | South Africa | KFC | Anything for the taste | Kentucky Fried Chicken |
| Craft Certificate | 0307 | South Africa | Short Film - no brand association | The Little Match Girl | Short Film - no product association |
| Craft Certificate | Publicis Groupe | United Arab Emirates | Home Centre | The Homecoming | Retail Furniture |
| Film Crafts - Use of Technology | | | | | |
| Craft Gold | The Star Film Company, Chocolate Tribe | South Africa | Disturbed | Disturbed Bad Man | Music Video |
| Film Crafts - Sound Design | | | | | |
| Craft Certificate | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Integrated Campaign | | | | | |
| Gold | Ogilvy South Africa | South Africa | KFC | Anything for the Taste | KFC |
| Silver | Publicis Middle East | United Arab Emirates | Stellantis | The Call of Adventure | Jeep |
| Silver | Joe Public | South Africa | Chicken Licken | Undeclared Since Forever | Brand |
| Silver | Publicis Groupe | United Arab Emirates | Transparency International - Lebanon | The Currency of Corruption | Anti Corruption NGO |
| Bronze | MC SAATCHI ABU DHABI (CMS) | United Arab Emirates | BURGER KING KUWAIT | As good as the original | Plant-Based Range |
| Bronze | TBWA\ Hunt Lascaris | South Africa | The Riky Rick Foundation | Stronger | Stronger |
| Bronze | Havas Middle East | United Arab Emirates | adidas Superstars | Superstar Ravi | apparel |
| Bronze | Publicis Groupe | United Arab Emirates | ABAAD Resource Center for Gender Equality | Dirty Laundry | Gender Equality NGO |
| Bronze | Impact BBDO | United Arab Emirates | LBCI | We Miss Lebanon | LBCI |
| Social Impact Campaign | | | | | |
| Gold | Ogilvy South Africa | South Africa | SAB (ABINBEV) | Bread of the Nation | Castle Lager |
| Silver | Scanad | Kenya | Zeva | Stain Not Shame | Fashion |

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|---|--|----------------------|-----------------------------|--|---|
| Bronze | Grid Worldwide | South Africa | Inverroche | Bee&Bee | Inverroche Classic |
| Bronze | dentsu Creative | South Africa | ABINBEV | RECLAIM YOUR DNA | TROPHY STOUT |
| Effective Creativity | | | | | |
| Gold | Ogilvy South Africa | South Africa | Volkswagen South Africa | Game On | Polo |
| Silver | Impact BBDO | United Arab Emirates | AnNahar Newspaper | The Elections Edition | AnNahar Newspaper |
| Silver | Impact BBDO | United Arab Emirates | TENA | Despair No More | TENA Incontinence Pads |
| Bronze | Ogilvy | Kenya | Roto Tanks | Lesso Lessons | Nutritional Guidance |
| Bronze | Saatchi & Saatchi ME | United Arab Emirates | UAE Government Media Office | Empty Plates | Charity |
| Service Design | | | | | |
| Silver | Impact BBDO | United Arab Emirates | Ghar Par / Indus Hospital | Waxing Lady Tutorials | Ghar Par |
| Bronze | MakeReign | South Africa | Woolworths | Introducing the most feature rich retail app in SA | Woolworths App |
| Student - Online Film, Short Film & Music Videos | | | | | |
| Silver | University of Pretoria | South Africa | N/A | The Sower | Title Sequence |
| Silver | Origo Film | South Africa | N/A | Winterslaap | Short Film |
| Bronze | University of Pretoria | South Africa | HBO | Seamless | Title Sequence for the 'Seamless' film |
| Student - Motion Graphic Design | | | | | |
| Gold | The Animation School (PTY) Ltd | South Africa | 3D Animated Graduation Film | The Present | Graduation Film |
| Silver | The Animation School (PTY) Ltd | South Africa | 3D Animated Graduation Film | Morsel | Graduation Film |
| Silver | The Animation School (PTY) Ltd | South Africa | 3D Animated Graduation Film | Counting Sheep | Graduation Film |
| Silver | University of Pretoria | South Africa | University of Pretoria | The Tale of Logan Ninefingers | Title Sequence |
| Bronze | The Animation School (PTY) Ltd | South Africa | 3D Animated Graduation Film | The Ocean's Child | Graduation Film |
| Bronze | Rachel van Zyl | South Africa | Wolf Winter | Wolf Winter | Title sequence for a book that has yet to be made into a film |
| Bronze | University of Pretoria | South Africa | N/A | Communication for Collaboration | Infomotion |
| Bronze | The Creative Academy | South Africa | None | That's the Idea | None |
| Student - Television, Film & Video Crafts | | | | | |
| Craft Gold | Origo Film | South Africa | N/A | Winterslaap | Short Film |
| Student - Radio Commercials & Branded Content | | | | | |
| Bronze | Red & Yellow Creative School of Business | South Africa | KLM | Coffee Shop | Fare sale |
| Student - Newspaper, Magazine, Tactical Print | | | | | |
| Campaign Bronze | IIE-Vega | South Africa | Crocs | 16MB memory card | Shoes |
| Silver | Red & Yellow Creative School of Business | South Africa | Vespa | Zip-zip! | Scooters |
| Student - Indoor Posters | | | | | |
| Bronze | Stellenbosch Academy of Design and Photography | South Africa | Bang & Olufsen | A Sound as Beautiful as it Looks | Speaker |
| Student - Out of Home | | | | | |

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| Silver | Red & Yellow Creative School of Business | South Africa | UJTurn | City of Hope | NGO |
| Student - Logos and Identity Programmes | | | | | |
| Gold | North-West University | South Africa | SANParks | Guardians of Nature | National Parks |
| Bronze | Rachel van Zyl | South Africa | Nuvine | Nuvine, a new blend of tradition. | Organic wine branding |
| Student - General Design | | | | | |
| Silver | Stellenbosch Academy of Design and Photography | South Africa | Exclusive Books | Cinder | Calendar |
| Bronze | The Creative Academy | South Africa | Degas | Degas | Eatery |
| Bronze | The Creative Academy | South Africa | Polaroid | Days of our lives | Polaroid Emulsion Calendar Kit |
| Student - Architecture, Interior Design & Temporary Structures | | | | | |
| Silver | Greenside Design Center | South Africa | Own design | Milky way | Lighting design |
| Student - Publication Design | | | | | |
| Silver | Stellenbosch Academy of Design and Photography | South Africa | Personal Project | Family Fabrics | Handbound book |
| Silver | University of Johannesburg | South Africa | Braamfontein | Braamfontein | Pop-up Book |
| Silver | University of Pretoria | South Africa | N/A | Eight Thousand Feet | Illustrated Print Book |
| Bronze | University of Pretoria | South Africa | Information Design | (In) Stability | Book |
| Bronze | Stellenbosch University | South Africa | Modal | Sound Meets Design | Thesis Publication |
| Student - Package Design | | | | | |
| Gold | Red & Yellow Creative School of Business | South Africa | Babylonstoren | Melkert | packaging design |
| Bronze | Greenside Design Center | South Africa | Scrumchies | Scrumchies | Wasabi Nut Packaging |
| Bronze | Stellenbosch Academy of Design and Photography | South Africa | King Korn | Umqombothi brewing kit | Malted sorghum and maize meal |
| Student - Furniture Design | | | | | |
| Bronze | The Open Window | South Africa | NA | Stained Glass Top Table | Furniture Piece |
| Student - Digital Media | | | | | |
| Bronze | The Open Window | South Africa | NA | Rinauta Mobile Application | Mobile Application |
| Bronze | University of Pretoria | South Africa | University of Pretoria | Emoshi Monsters | Application |
| Young Creatives | | | | | |
| Gold | Joe Public United | South Africa | Bernice Puleng Mosala | Integrated Copywriter | |
| Student - Print & Design Crafts - Illustration | | | | | |
| Craft Gold | Red & Yellow Creative School of Business | South Africa | self promoting | Epilogue | Epublication |
| Craft Certificate | North-West University | South Africa | SANParks | Guardians of Nature | National Parks |
| Craft Certificate | Red & Yellow Creative School of Business | South Africa | self promoting | Trace | Epublication |
| Craft Certificate | Stellenbosch University | South Africa | Visual Narrative | Woman of the Sea | Visual Narrative |
| Craft Certificate | Cape Town Creative Academy | South Africa | None | Inner World Dreams | Self Promotional |



Summary table

| Entry agency | Grand Prix | Gold | Silver | Bronze | Campaign Gold | Campaign Bronze | Campaign Silver | Craft Gold | Craft Certificate | Campaign Craft Gold | Campaign Craft Certificate | Total |
|---|------------|------|--------|--------|---------------|-----------------|-----------------|------------|-------------------|---------------------|----------------------------|-------|
| 0307 | | | | 1 | | | | 1 | 2 | | | 4 |
| Accenture Song | | | | 3 | | 1 | | | 1 | | | 5 |
| Accenture Song SA | | | 1 | 1 | | | | | | | | 2 |
| Arcade | | | 1 | | | | | | | | | 1 |
| Boomtown | | | | | | | | | | 1 | | 1 |
| Cape Town Creative Academy | | | | | | | | | 1 | | | 1 |
| Clockwork Digital (Pty) Ltd | | | | | | | | | 1 | | | 1 |
| Dalmatian Advertising | | | | 1 | | | | | | | | 1 |
| DARLING FILMS (PTY) LTD | | | | | | | | | 2 | | | 2 |
| dentsu Creative | | | | 2 | | | | | | | 1 | 3 |
| DUKE Advertising (Pty) Ltd | | | | | | 1 | | | | | | 1 |
| FCB Africa | | | 1 | | | | | | | | | 1 |
| FP7 McCann | 1 | 1 | 2 | 3 | | | | 1 | | | | 8 |
| Greenside Design Center | | | 1 | 1 | | | | | | | | 2 |
| Grey Advertising | | 1 | | | | | | | 1 | | | 2 |
| Grid Worldwide | | 1 | 1 | 5 | | 1 | | | | | | 8 |
| Halo Advertising Pty Ltd | | | | 1 | | | | | | | | 1 |
| Havas Middle East | | | | 1 | | | | | | | | 1 |
| Horizon FCB Dubai | | | | 1 | | | | | | | | 1 |
| Iconic Agency | | | | 1 | | | | | | | | 1 |
| IIE-Vega | | | | | | 1 | | | | | | 1 |
| Impact BBDO | 1 | | 8 | 6 | | 2 | | | 2 | | | 19 |
| Joe Public | | 1 | 2 | 3 | 1 | 5 | 3 | | 2 | | | 17 |
| Joe Public United | | 1 | 2 | 1 | | 1 | 1 | | 1 | | 1 | 8 |
| King James Group (part of Accenture Song) | | | 1 | | | | | | | | | 1 |
| Leo Burnett Beirut | | | | 1 | | | | | | | | 1 |
| Lobengula Advertising | | | | 1 | | | | | | | | 1 |
| M&C Saatchi Abel | | | | | | 1 | | | | | | 1 |
| MakeReign | | | | 1 | | | | | | | | 1 |
| MakeReign & Dentsu Creative | | | 2 | | | | | | 1 | | | 3 |
| MC SAATCHI ABU DHABI (CMS) | | | | 1 | | | | | | | | 1 |
| McCann Joburg | | | | | | | 1 | | | | 1 | 2 |
| MullenLowe MENAFZ LLC | | | | 1 | | | | | | | | 1 |
| MullenLowe South Africa | | | 1 | | | | | | | | | 1 |
| National Sea Rescue Institute | | | 1 | | | | | | | | | 1 |
| North-West University | | 1 | | | | | | | 1 | | | 2 |
| Ogilvy | | | | 2 | | | | | | | | 2 |
| Ogilvy South Africa | 2 | 3 | 2 | 4 | | 2 | | 1 | 2 | | | 16 |
| Origo Film | | | 1 | | | | | 1 | | | | 2 |
| Pitch Black Post | | | | 1 | | | | | | | | 1 |
| Prodigious Africa | | | | | | | 1 | | | | | 1 |
| Promise | | | | | | | | | 1 | 1 | | 2 |
| Publicis Groupe | | 2 | 3 | 7 | | | | | 4 | | | 16 |
| Publicis Middle East | | | 1 | | | | 1 | | | | 1 | 3 |
| Rachel van Zyl | | | | 2 | | | | | | | | 2 |
| RAPT Creative | | | | 1 | | | | | | | | 1 |
| Red & Yellow Creative School of Business | | 1 | 2 | 1 | | | | 1 | 1 | | | 6 |
| Romance | | | | | | | | 4 | 3 | | | 7 |

| | | | | | | | | | | | |
|--|---|----|----|----|---|----|---|----|----|---|-----|
| Saatchi & Saatchi ME | | | 3 | 2 | | | | 2 | | | 7 |
| Scanad | | 1 | 1 | 1 | | | | | | | 3 |
| Start Having Impact From Today (Pty) Ltd t/a SHIFT | | | | 1 | | | | | | | 1 |
| Stellenbosch Academy of Design and Photography | | | 2 | 2 | | | | | | | 4 |
| Stellenbosch University | | | | 1 | | | | 1 | | | 2 |
| TBWA\ Hunt Lascaris | | 1 | 1 | 2 | 1 | | 1 | 2 | 3 | 2 | 13 |
| TBWA\Istanbul | | | 1 | 1 | | | | | | | 2 |
| The Animation School (PTY) Ltd | | 1 | 2 | 1 | | | | | | | 4 |
| The Creative Academy | | | | 3 | | | | | | | 3 |
| The Odd Number | 1 | | 1 | 1 | | 1 | | | | 1 | 5 |
| The Open Window | | | | 2 | | | | | | | 2 |
| The Star Film Company | | 1 | | | | | | | 1 | | 2 |
| The Star Film Company, Chocolate Tribe | | | | | | | | 1 | | | 1 |
| University of Johannesburg | | | 1 | | | | | | | | 1 |
| University of Pretoria | | | 3 | 4 | | | | | | | 7 |
| VMLY&R South Africa | | 1 | | | 1 | | | | 1 | | 3 |
| Wicked Pixels | | | | 2 | | | | | 2 | | 4 |
| X3M Ideas | | | 1 | | | | | | | | 1 |
| Total | 5 | 17 | 49 | 77 | 3 | 16 | 8 | 12 | 36 | 3 | 232 |



Birdwatching at the Loeries: E3 - Crafting Cultural Conversations

5 Oct 2023



For more:

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ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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