

# Loerie Direct & Effectiveness Awards



By [Louise Marsland](#)

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The direct marketing industry celebrated on Friday night, 1 October, by awarding 22 Gold Loeries, 7 Silver Loeries, and 10 Bronze. Trigger took the stage - over and over again - walking away with the only Grand Prix awarded on the night.

It was a fun, low-key evening at the Loerie Direct & Effectiveness Awards - the old Assegai's - with vibrant dance routines on the superbowl stage and on guests' tables, and professionally hosted by personalities, Robin Banks and Ashley Hayden, resplendent in a frothy pink confection.

This is the first time all the marketing and advertising awards are taking place under one mantel at the three-day Loerie Festival, and while undoubtedly, most of the industry is still due to arrive for the main creative awards on Sunday night, or the Loerie Golf Day on Sunday, there is a sense of excitement and build-up, with a festive atmosphere at Sun City, which is experiencing gorgeous summer weather.

Loerie Direct & Effectiveness (Assegai):

## **MEDIA: DIMENSIONAL MEDIA**

### **Gold**

Entrant: [Uppe Marketing](#)

Title: Afro Direct Mailer

Client: Daily Sun

Person to Receive Award: Milanie Vosloo

Team Members: Elmarie Wright - Creative Director, Nicky & Kirsty de Wet - Graphic Designers, Eloni Crockart - Production Manager, Annelie van Jaarsveldt - Copywriter, Verona Coetzer & Jethro Muller - DTP

## **MEDIA: ALTERNATIVE MEDIA**

### **Bronze**

Entrant: [Yired Ltd](#)

Title: Scanto Audio Dictionary

Client: YFM

Person to Receive Award: Neo Mudaly

Team Members: Onitias Mphela, Mike Penny, Lebo Motsegoa

## **MEDIA: DIGITAL MEDIA**

### **Gold**

Entrant: [TRIGGER](#)

Title: Nike Running

Client: Nike SA

Person to Receive Award: Gavin Rooke, Roelof van Wyk & the Trigger Team

Team Members: The Trigger Team

### **Gold**

Entrant: [TRIGGER](#)

Title: Winston Customer Interface Programme

Client: Japanese Tobacco International (Winston)

Person to Receive Award: Gavin Rooke, Roelof van Wyk & the Trigger Team

Team Members: The Trigger Team

Contributing Companies: Real Concerts

#### **Gold**

Entrant: Conexus

Title: Cargo Cares/Cargo Direct

Client: Cargo Motors

Person to Receive Award: Rosa Orpen

Team Members: Jake Orpen, Jon Salters, Clifflie Scott-Williams, Rhonda Harrison

Contributing Companies: EmessageX, Proactive Insight

#### **Bronze**

Entrant: The Tipping Point

Title: eBucks Joyride Campaign Digital Media

Client: eBucks

Person to Receive Award: Mia Papanicolaou

Team Members: Mia Papanicolaou, Candy Woolf, Thys Botha, Nici Stathacopoulos

#### **MEDIA: DIRECT/FLAT MAIL**

#### **Gold**

Entrant: LesobaDifference

Title: Russells VIP

Client: JDG Trading (Pty) Limited

Person to Receive Award: Lisa Christopher, Tsitsi Dhlamini, Yvonne Purdy

Team Members: Lisa Christopher - Creative Director, Winnifred Knight - Strategist, Phil Southern - Creative Head, Tsitsi Dhlamini - Account Manager

Contributing Companies: Hirt & Carter and Nicor

#### **Silver**

Entrant: CRMWorx

Title: Absolue Nuit - Direct Launch

Client: Lancome

Person to Receive Award:

Team Members: Tracy Williams - Startegy and Client Services, Jonathan Sher - Data

#### **MEDIA: MULTIPLE MEDIA**

#### **Bronze**

Entrant: The Tipping Point

Title: eBucks Joyride Campaign Digital Media

Client: eBucks

Person to Receive Award: Thys Botha, Nici Stathacopoulos, Deon Olivier, Lezanne Human

Team Members: Mia Papanicolaou, Mandy Croucamp, Candy Woolf

Contributing Companies: EmessageX, VerdantPoint, Computer Facilities, Tunleys

#### **Bronze**

Entrant: FCBi

Title: FNB Life Start (Students)

Client: First National Bank

Person to Receive Award: Kim Kullman

Team Members: FCB Client Service for FNB, FCB Creative Teams, Hanlie Blaise, Martin Swart

Contributing Companies: Moving Tactics

## **Bronze**

Entrant: Conexus

Title: Cargo Cares

Client: Cargo Motors

Person to Receive Award: Rosa Orpen

Team Members: Jake Orpen, Jon Salters, Rhonda Harrison, Neil de Later

Contributing Companies: EmessageX, Proactive Insight

## **MEDIA: TELEPHONE MARKETING**

### **Gold**

Entrant: AIG Life South Africa Limited

Title: AIG Affinity Card Immediate Upgrade Campaign

Client: N/A

Person to Receive Award: Carel Kotze

Team Members:

Contributing Companies: O'Keeffe and Swartz

## **MARKETS: AUTOMOTIVE**

### **Gold**

Entrant: LesobaDifference

Title: BMW Re-Purchase Programme

Client: BMW South Africa

Person to Receive Award: Lisa Christopher

Team Members: Michelle Perrow - Lead Strategist, Gina Ambrose - Marketing Material - Strategis, Tracy Williams - Implementation Strategist, Lisa Christopher - Creative Director, Sue Warring - Copywriter

## **MARKETS: COMMUNICATION AND UTILITIES**

### **Gold**

Entrant: Ogilvy One Worldwide - Cape Town

Title: M-Web Retention Programme

Client: M-Web South Africa

Person to Receive Award: Meghan Whitehead

Team Members: Meghan Whitehead - Designer, Sue Gibbs - Head of Design, Tricia Snowball - Executive Creative Director, Kathryn Price -

Copywriter/Creative Director, Rosie Hartley - Copywriter

Contributing Companies: Sharon Heaslegrave - CRM Director

## **MARKETS: NON-PROFIT/FUNDRAISING**

### **Silver**

Entrant: Saatchi & Saatchi JHB

Title: Mug

Client: South African National Blood Services

Person to Receive Award: Olivia Tesson & Lawrence Katz

Team Members: Olivia Tesson, Lawrence Katz, Rajesh Ranchod, Clive Stewart

Contributing Companies: Saatchi & Saatchi

## **MARKETS: PUBLISHING**

### **Gold**

Entrant: Actions Ambro's

Title: Expose

Client: Institute of Chartered Accountants

Person to Receive Award: Andrew Ambrogioni

Team Members: Bernice van Rooyen, Sarah Peters

Contributing Companies: multiprint

## **MARKETS: RETAIL AND FMCG**

### **Grand Prix - Gold**

Entrant: TRIGGER

Title: Winston Customer Interface Programme

Client: Japanese Tobacco International (Winston)

Person to Receive Award: Gavin Rooke & Roelof van Wyk

Team Members: The Trigger Team

## **MARKETS: FINANCIAL INSURANCE PRODUCTS**

### **Silver**

Entrant: FCB Cape Town

Title: Santam Tourplex

Client: Santam

Person to Receive Award: Glynn Venter

Team Members: Glynn Venter - Creative Director, Lianne Mazzullo - Deputy Creative Director, Jenny van Blerk - Art Director, Jeanne Fouche & Nadja Srdic - Account Director

Contributing Companies: FCB Cape Town

## **MARKETS: FINANCIAL BANKING PRODUCTS**

### **Gold**

Entrant: TRIGGER

Title: FNB Digitag

Client: First National Bank - eDelivery

Person to Receive Award: Gavin Rooke, Roelof van Wyk & the Trigger Team

Team Members: The Trigger Team

### **Silver**

Entrant: The Tipping Point

Title: eBucks Joyride Campaign

Client: eBucks

Person to Receive Award: Nici Stathacopoulos, Deon Oliver, Lezanne Human,, Thys Botha & Mia Papanicolaou

Team Members: Thys Botha, Mandy Croucamp, Mia Papanicolaou, Candy Woolf, Nici Stathacopoulos

Contributing Companies: EmessageX, VerdantPoint, Computer Facilities, Tunleys

## **STRATEGIC AND INTEGRATED: CUSTOMER RELATIONSHIP MARKETING (CRM) PROGRAMMES**

### **Gold**

Entrant: Oscar Tango 121

Title: The Striding Man Society

Client: Johnnie Walker

Person to Receive Award: Don Paul

Team Members: Nian Daniel-Gruber, Annemarie Luck, John Harding

Contributing Companies: Delta Bravo, College of Whisky, Global Vision, Mnemonic, Grapevine Interaction & CSACape

## **Gold**

Entrant: Conexus

Title: Cargo Cares

Client: Cargo Motors

Person to Receive Award: Rosa Orpen

Team Members: Jake Orpen, Jon Salters, Rhonda Harrison, Neil de Later, Cliffie Scott-Williams

Contributing Companies: EmessageX, ProactiveInsight

## **Gold**

Entrant: TRIGGER

Title: Nike Running

Client: Nike SA

Person to Receive Award: Gavin Rooke, Roelof van Wyk & the Trigger Team

Team Members: confidential

## **BronzePrize - Silver**

Entrant: Oscar Tango 121

Title: The Captain's Mates

Client: Captain Morgan Black Label Dark Rum

Person to Receive Award: Don Paul

Team Members: Nina Daniel, Annemarie Luck, John Harding

Contributing Companies: Delta Bravo, College of Whisky, Global Vision, Mnemonic & Grapevine Interaction

## **Bronze**

Entrant: LesobaDifference

Title: BMW Re-Purchase Programme

Client: BMW South Africa

Person to Receive Award: Lisa Christopher

Team Members: Michelle Perrow - Lead Strategist, Gina Ambrose - Marketing Material - Strategis, Tracy Williams - Implementation Strategist, Lisa Christopher - Creative Director, Sue Warring - Copywriter

## **STRATEGIC AND INTEGRATED: CURRENCY/REWARD PROGRAMS**

### **Gold**

Entrant: The Tipping Point

Title: eBucks - The Rewards Programme

Client: eBucks

Person to Receive Award: Lezanne Human, Deon Olivier, Nici Stathacopoulos,, Thys Botha & Mia Papanicolaou

Team Members: Mia Papanicolaou, Candy Woolf, Thys Botha, Anton Oosthuizen

Contributing Companies: O2, The Tipping Point, EmessageX

## **STRATEGIC AND INTEGRATED: EMPLOYEE RELATIONSHIP MARKETING (ERM) PROGRAMS**

### **Gold**

Entrant: Blue Moon Corporate Communications

Title: Edcon Employer of Choice Campaign

Client: Edcon

Person to Receive Award: Michelle Caldeira, DJ Grant

Team Members: Michelle Caldeira, DJ Grant, Sarah Leftwich, Lucinda Hooley, Vanessa Hilton Barber

Contributing Companies: The Edcon Communication Team, comprising of HR, Edgards, Jet & CAN reps

## **STRATEGIC AND INTEGRATED: NEW MARKET ENTRANT PROGRAMS**

### **Gold**

Entrant: TRIGGER

Title: Winston Customer Interface Programme

Client: Japanese Tobacco International (Winston)

Person to Receive Award: Gavin Rooke, Roelof van Wyk & the Trigger Team

Team Members: The Trigger Team

### **Gold**

Entrant: CRMWorx

Title: 100% Amakhosi!

Client: Kaizer Chiefs

Person to Receive Award:

Team Members: Lynette Mollett - Client Services, Michelle Perrow - Blue Print Strategy, Tracy Willaims - Architecture and Implementation Strategy, Phil Southern - Creative, Antoinette Nothing - Hub Management

### **Silver**

Entrant: Ogilvy One Worldwide - Cape Town

Title: M-Web Retention

Client: M-Web South Africa

Person to Receive Award: Meghan Whitehead

Team Members: Meghan Whitehead - Designer, Sue Gibbs - Art Director/Design Head, Tricia Snowball - Executive Creative Director, Kathryn Price - Copywriter/Creative Director, Rosie Hartley - Copywriter

Contributing Companies: Sharon Heaslegrave - CRM Director

### **Bronze**

Entrant: The Tipping Point

Title: Mazda CRM Programme

Client: Mazda (Ford Motor Company)

Person to Receive Award: Nici Stathacopoulos, Sarah Hall

Team Members: Alan Irvin, Terence MacPhail, Stergios Saltas, Rodney Knight

Contributing Companies: Grey Worldwide, Mint, Striata

## **CRAFT/CREATIVE AWARDS: ART DIRECTION**

### **Gold**

Entrant: Ogilvy One Worldwide - Cape Town

Title: Red Cross Annual Report

Client: The Red Cross - Western Cape

Person to Receive Award: Greg Williams

Team Members: Kathryn Price - Copywriter/Creative Director, Greg Williams - Designer, Tricia Snowball - Executive Creative Director

Contributing Companies: Bruce Tuck Photography

## **CRAFT/CREATIVE AWARDS: COPY**

### **Gold**

Entrant: Net#work BBDO

Title: GO TO [www.corsalite.co.za](http://www.corsalite.co.za) NOW!

Client: General Motors

Person to Receive Award: Graeme Jenner

Team Members:

Contributing Companies: Freq'ncy Audio

### **CRAFT/CREATIVE AWARDS: CREATIVE SOLUTIONS**

#### **Gold**

Entrant: The Jupiter Drawing Room (South Africa)

Title: Stamp

Client: Kevin's Kustom Tattoos

Person to Receive Award: Vanessa Norman

Team Members: Vanessa Norman, Jacques Massardo, Richard Becker

#### **Gold**

Entrant: Net#work BBDO

Title: Invisible Ink

Client: The War Museum

Person to Receive Award: John Davenport & Philip Ireland

Team Members: Stuart Walsh

Contributing Companies: Beith Digital

#### **Gold**

Entrant: Net#work BBDO

Title: Stork

Client: Cotlands

Person to Receive Award: Angie Batis and Gina King

Team Members: Angie Batis, Gina King

Contributing Companies: Dave Hillier @ Shape Interactiev and Flip Hattingh

#### **Certificate**

Entrant: Hero

Title: Personal Production Polaroid

Client: One Step Beyond Production

Person to Receive Award: Brendan Stein

Team Members: Brendan Stein, Doug Lockhart, Toni Netzer

#### **Bronze**

Entrant: The Jupiter Drawing Room (South Africa)

Title: Noises From The Engine

Client: Daimler-Chrysler

Person to Receive Award: Christan Boshoff, Gavin Williams

Team Members: Christan Boshoff, Gavin Williams, Trudy Miller, Lana de Beer, Liesel Eales

Contributing Companies: Daimler-Chrysler

#### **Bronze**

Entrant: LesobaDifference

Title: BMW Re-Purchase Programme

Client: BMW South Africa

Person to Receive Award: Lisa Christopher

Team Members: Michelle Perrow - Lead Strategist, Gina Ambrose - Marketing Material - Strategis, Tracy Williams - Implementation Strategist, Lisa

Christopher - Creative Director, Sue Warring - Copywriter

**Source:** All results tables supplied by the Marketing Federation of SA - [www.mfsa.co.za](http://www.mfsa.co.za).

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).  
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