

Loerie Awards 2003 - Finalists

This year marks the 25th anniversary of the Loerie Awards and the inaugural year of its hosting under the banner of the MFSA. A glittering ceremony is planned at Sun City on the weekend of 7-8 June to mark the special significance of this year's Loeries. Here follows a list of the finalists by category:

✉ [SEND TO A FRIEND](#)

- [Audio Visual](#)
- [Campaign Design](#)
- [Cinema](#)
- [Corporate Events](#)
- [Corporate Identities](#)
- [Design 3d And Environmental Design](#)
- [Design Packaging](#)
- [Digital Heavy Media](#)
- [Digital Online Promotions](#)
- [Digital Website](#)
- [Literature Design](#)
- [Magazine](#)
- [Newspaper](#)
- [Outdoor](#)
- [Poster](#)
- [Promotional Marketing](#)
- [Radio](#)
- [Student Digital](#)
- [Student Graphic Design](#)
- [Student Poster](#)
- [Student Print](#)
- [Television](#)

[Audio Visual](#) - show categories

Category: Product

Company: [VWV Group](#)

Advertiser: Afgem

Product: Tanzanite Foundation

Title: Tanzanite Completes You

Company: Leo Africa
Advertiser: Diageo
Product: Johnnie Walker
Title: Everyday Heroes

Company: Fade 2 Black
Advertiser: Liberty Life
Product: Liberty Lifestyle Medical Plus
Title: Cricket

Company: FCB Impact
Advertiser: Deloitte & Touche HCC
Product Software Tool for HR Managers
Title Remweb Human Capital Corporation

Company: O'MAGE
Advertiser: Toyota
Product: Toyota Corolla Launch 2002
Title: Stuff of Heroes

Company: Bonham Carter Seventh Wave
Advertiser: Johnnie Walker
Product: Johnnie Walker (Alcohol)
Title: Andile Mazwai's Walk

Category: Service

Company: FCB Impact
Advertiser: First National Bank
Product: Customer Centricity
Title: Give me what I need

Company: Net#work BBDO Advertising
Advertiser: Chabad House
Product: Chabad House Miracle Drive Launch
Title: Mr Minstein

Category: Corporate

Company: Jumping Dust Productions
Advertiser: Liberty
Product: Appreciator
Title: Appreciator Launch Video

Company: The Jupiter Drawing Room South Africa
Advertiser: Musica
Product: Genre
Title: Musica

Company: O'MAGE
Advertiser: MTN

Product: MTN Drums of Africa Corporate

Title: MTN Drums of Africa

Company: O'MAGE

Advertiser: Deloitte and Touche

Product: Deloitte and Touche Destination

Title: Deloitte and Touche Destination Transformation Video

Company: Ogilvy & Mather Rightford Searle-Tripp & Makin

Advertiser: Iscor

Product: Iscor

Title: I am Steel

Company: Frameworks / Hirt & Carter

Advertiser: Shoprite/Checkers

Product: Corporate

Title: SpyGame

Company: FCB Impact

Advertiser: Pendoring

Product: Pendoring Awards 2002

Title: Hart

Company: FCB Impact

Advertiser: First Rand

Product: First Rand CSIR

Title: First Rand Stories

Company: Open Communication (Pty) Ltd

Advertiser: Kulungile Holdings

Product: Stalcor Stainless Steel

Title: Cosmetic

Company: Ogilvy & Mather Rightford Searle-Tripp & Makin

Advertiser: M-Web

Product: Corporate

Title: Superhero Part 1

Company: Ogilvy & Mather Rightford Searle-Tripp & Makin

Advertiser: M-Web

Product: Corporate

Title: Superhero Part 2

Company: VWV Group

Advertiser: Petro SA

Product: Petro SA

Title: Petro SA

Company: Net#work BBDO Advertising

Advertiser: Virgin Atlantic

Product: Virgin Atlantic

Title: Love in Las Vegas

Company: Bonham Carter Seventh Wave
Advertiser: SAP Saphila
Product: Conference Opening Module
Title: Expand Your Mind

Company: VWV Group
Advertiser: Microsoft
Product: 10th Anniversary
Title: Imagine If

Category: Social Services

Company: Ducks in a Row Productions
Advertiser: ACHAP
Product: African Comprehensive HIV/Aids
Title: Towards an AIDS free generation

Company: Bonham Carter Seventh Wave
Advertiser: The Heritage Agency
Product: Alexandria Township
Title: A Town Like Alex

Category: Multi Screen - Product

Company: O'MAGE
Advertiser: Toyota Camry
Product: Toyota Camry Launch 2003
Title: Toyota Camry Launch

Category: Multi Screen - Corporate

Company: O'MAGE
Advertiser: O'MAGE
Product: O'MAGE Video and Graphics
Title: O'MAGE Video and Graphics Showreel

Category: Multi Screen - Social Services

Company: Bonham Carter Seventh Wave
Advertiser: The Presidential National Commission
Product: Digital Technology
Title: Bridging the Digital Divide

CAMPAIGN ADVERTISING

Category: Outdoor Campaign

Company: Lowe Bull Advertising
Advertiser: Dulux
Product: Paint
Title: Milk, Cricket, Freckles, Pregnancy Test

Company: Net#work BBDO Advertising
Advertiser: Cell C
Product: Cell C

Title: Art in the city

Company: Net#work BBDO Advertising

Advertiser: Total SA

Product: Total SA

Title: 1st Aid

Company: TBWA Hunt Lascaris

Advertiser: ICC

Product: Cricket World Cup 2003

Title: All Aboard India's Here, African Windmills, Mama Kangaroo

Company: TBWA Hunt Lascaris

Advertiser: Nando's

Product: Craving

Title: Gimp, Face Pack, Hospital, Scuber Diver, Shower Guru

Category: Press/Magazine Campaign

Company: HarrisonHuman Bates

Advertiser: Exclusive Books

Product: Exclusive Books

Title: One for you

Company: Lowe Bull Advertising

Advertiser: Dulux

Product: Paint

Title: Freckles, Namaqualand, Bakki

Company: Lowe Bull Advertising

Advertiser: Animal Anti Cruelty League

Product: Fireworks

Title: Urine, Scratch

Company: Net#work BBDO Advertising

Advertiser: Chabad House

Product: Chabad House

Title: Mr Minstein

Company: Net#work BBDO Advertising

Advertiser: Delta Motor Corporation

Product: Isuzu

Title: L Blerrie

Company: King James

Advertiser: Independent Newspapers (Cape)

Product: Cape Argus Classifieds

Title: Editorial

Company: TBWA Hunt Lascaris

Advertiser: Standard Bank

Product: Achiever Plan

Title: Timberland Boots, Boss Watch, Guess, Wild, Coup

Company: TBWA Hunt Lascaris
Advertiser: Tiger Brands
Product: Purity Fourth Foods
Title: Bibbed Boycotter, Luke Lockjaw, Projectile Boy

Company: TBWA Hunt Lascaris
Advertiser: BMW
Product: Technology
Title: Blue Tooth, Bi-Xenon, Noseplas

Company: TBWA Hunt Lascaris
Advertiser: Jubilee
Product: Corporate
Title: Rubber, Slavery

Company: The Jupiter Drawing Room South Africa
Advertiser: Nedbank
Product: Nedbank - Corporate
Title: Ghandi, Eiffel Tower, Proudly SA

Company: The Jupiter Drawing Room South Africa
Advertiser: Boystown
Product: Boystown
Title: Spoil Me Rotten, If You Think, Beneath

Category: Radio Campaign

Company: Saatchi & Saatchi (South Africa)
Advertiser: Metropolitan Life
Product: Metropolitan Life - Education
Title: Churchill, Armstrong, Luther

Company: FCB Johannesburg
Advertiser: True Love Magazine
Product: Corporate
Title: Hide & Seek, Cell Number, Say What

Company: FCB Johannesburg
Advertiser: True Love Magazine
Product: Corporate
Title: Mr Right, Wider, Stutterer

Company: FCB Johannesburg
Advertiser: True Love Magazine
Product: Corporate
Title: YMCA, Alone, Gefilte

Company:

Source: [The Art Buyer](#)

For more, visit: <https://www.bizcommunity.com>