

Full winners' list

All winners of the 38th Annual Loerie Awards, which took place on 20 and 21 August 2016 at the Durban ICC, have been announced. Congratulations to the winners!

Hosted by Dstv, another four Grands Prix awards were handed out on Sunday night, making it a total of eight Grand Prix awards of 316 awards handed out over the two nights. These were selected from 3,112 entries from 22 countries across the Africa Middle East region.

Sunday night's Grands Prix went to:

- KFC's "[The Everyman Meal](#)", by Ogilvy & Mather Johannesburg
- Saudi Telecom Company – STC, "[1st Branded Online Entertainment Hub](#)" by J.Walter Thompson KSA
- Chicken Licken's "[Kung Fu](#)" by Network BBDO
- Ster-Kinekor's "[#OpenEyes](#)" by Fox P2



Ogilvy celebrating their Grand Prix win backstage. © Roy Esterhuysen/2016 Loerie Awards, Gallo Images

Sunday night's special awards

Other special announcements on the night include the head of Facebook Africa, Nunu Ntshingila-Njeke, becoming the first woman inducted into the Loeries® - [click here](#) for Ann Nurock's exclusive interview with her. The Adams and Adams Young Creatives Award was also awarded on the night, to Katie Mylrea, art director at Ogilvy & Mather Cape Town and Amori Brits, head of design at Shift Joe Public. Each received R60,000 and a South African Airways flight to New York City.

All the Sunday night award winners:

DESIGN						
Prize	Category	Country	Brand	Product	Entry Agency	Title
Grand Prix	Brand Identity & Collateral Design - Identity Programmes	South Africa	Nando's	Visual Identity System	Sunshinegun	Nando's Global Visual Identity System

Campaign Gold	Design Mixed-Media Campaign	United Arab Emirates	SmartLife	GetSmart Program	FP7/DXB (Part of McCann Worldgroup)	Project Akshar (Alphabets)
Gold	Brand Identity & Collateral Design - General Collateral	South Africa	Iziko Museums of South Africa	Iziko Slave Lodge Museum	Geometry Global Cape Town and Ogilvy & Mather Cape Town	The Slave Calendar
Gold	Creative Use of Paper	South Africa	Nestle Professional	Nestle Professional	Mullen Lowe	Connect 2016 - Magnetisr
Campaign Silver	Brand Identity & Collateral Design - Identity Programmes	South Africa	Destination Brand Qatar	Qatar Identity	Grid Worldwide Branding (Pty) Ltd	Destination Brand Qatar
Campaign Silver	Design Mixed-Media Campaign	South Africa	SANBS	n/a	Mullen Lowe	SANBS Campaign
Silver	Brand Identity & Collateral Design - General Collateral	United Arab Emirates	Pril	Dishwashing Liquid	TBWA\RAAD	One-Drop Bottle
Silver	Brand Identity & Collateral Design - General Collateral	South Africa	Nando's	n/a	Mullen Lowe	PERi-THREAD Book
Silver	Brand Identity & Collateral Design - Direct & Promotional Mail	Egypt	Al Ismaelia For Real Estate Investment	Fonts	J Walter Thompson Cairo	Downtown Fonts
Silver	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Cape Talk	Gender Free Toys	Y&R South Africa	#BreakTheMould
Silver	Brand Identity & Collateral Design - Posters & Billboards	South Africa	SANBS	Blood Donations	DDB	Sit down to save lives
Silver	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	The Chairman	Entertainment Lounge	DGIT Architects	If these walls could talk...
Silver	Three Dimensional & Environmental Design - Package & Industrial Design	United Arab Emirates	Pril	Dishwashing Liquid	TBWA\RAAD	One-Drop Bottle
Silver	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Heinz Foods	Wellingtons Tomato Sauce	Ogilvy & Mather Cape Town	WellingTops
Silver	Motion Graphic Design - Broadcast Design & Graphics	South Africa	MTV Africa	MTV	Ogilvy & Mather Johannesburg	#LetsTalkColour

Silver	Creative Use of Paper	South Africa	South African Breweries	SAB Drink Responsibly Initiative	Geometry and Ogilvy & Mather Johannesburg	The SAB Spike Detector C
Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	United Arab Emirates	IKEA	IKEA	Memac Ogilvy Dubai	Celebrating 30 years in the Middle East - Living Room Kitchen, Bedroom
Campaign Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	Anti-Est.	Anti-Est.	Grid Worldwide Branding (Pty) Ltd	Freedom - F-Bomb, Noise Noise 2, You don't have to be Heard, Race Must F
Campaign Bronze	Brand Identity & Collateral Design - Identity Programmes	South Africa	Topline Distributors	Pop Furniture & Decor Paint	Parsons Branding	Make it Pop
Campaign Bronze	Design Mixed-Media Campaign	South Africa	.Past	.Past	Grid Worldwide Branding (Pty) Ltd	All from one
Bronze	Brand Identity & Collateral Design - General Collateral	South Africa	Nedbank	The Nedbank Wonderland Project	M&C Saatchi Abel	The Nedbank Wonderland Project
Bronze	Brand Identity & Collateral Design - Direct & Promotional Mail	South Africa	Geisha	Promotional Mailer	The Hardy Boys & THB Disturbance	Geisha Stories for Life
Bronze	Brand Identity & Collateral Design - Posters & Billboards	South Africa	Soweto Gold	Soweto Gold '76	OpenCo - The Open Collaboration	I Am '76
Bronze	Brand Identity & Collateral Design - Logos	South Africa	Destination Brand Qatar	Qatar Wordmark	Grid Worldwide Branding (Pty) Ltd	Destination Brand Qatar
Bronze	Three Dimensional & Environmental Design - Architecture	South Africa	Nando's	Nando's	Nando's	Nando's Montana Drive-Thru
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	Nando's	Nando's Central Kitchen	Nando's	Nando's Central Kitchen Interior Design
Bronze	Three Dimensional & Environmental Design - Interior Design & Temporary Structures	South Africa	.Past	.Past	Grid Worldwide Branding (Pty) Ltd	All from one
Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Luddite Wines	Luddite Saboteur Red and White wine	Whitespace Creative	Saboteur Wines

Bronze	Three Dimensional & Environmental Design - Package & Industrial Design	South Africa	Soweto Gold	Soweto Gold '76	OpenCo - The Open Collaboration	Marked By Bravery
Bronze	Publication Design - Whole Publication	South Africa	TOPS at SPAR	Olive Brook Shiraz/Cabernet Sauvignon	TBWA\Hunt\Lascares\Durban	Words in Wine
Bronze	Publication Design - Whole Publication	South Africa	Nandos	Nandos	Black River FC	Try something Nandos bc
Bronze	Creative Use of Paper	South Africa	Nando's	n/a	Mullen Lowe	PERI-THREAD Book
Craft Gold	Design Crafts - Photography	South Africa	Iziko Museums of South Africa	Iziko Slave Lodge Museum	Geometry Global Cape Town and Ogilvy & Mather Cape Town	The Slave Calendar
Campaign Craft Certificate	Design Crafts - Writing	South Africa	Nedbank	Retail	Joe Public Pty Ltd	Food for Thought - "Big Cf "Upper Crust", "Bring Horn Bacon"
Campaign Craft Certificate	Design Crafts - Photography	South Africa	Destination Brand Qatar	Signature Photography	Grid Worldwide Branding (Pty) Ltd	Destination Brand Qatar
Campaign Craft Certificate	Design Crafts - Photography	South Africa	Shoprite Group	Topstars	Ogilvy & Mather Cape Town	Shine in the Dark - Power your vocal chords, Awaker hidden talent, Rise and SI Stand Out
Craft Certificate	Design Crafts - Typography	South Africa	Destination Brand Qatar	Qatar Typeface	Grid Worldwide Branding (Pty) Ltd	Destination Brand Qatar
Craft Certificate	Design Crafts - Typography	South Africa	Anti-Est.	Anti-Est.	Grid Worldwide Branding (Pty) Ltd	Freedom
Craft Certificate	Design Crafts - Typography	South Africa	INDABAZA	INDABAZA	Grid Worldwide Branding (Pty) Ltd	A-Z of ZA
Craft Certificate	Design Crafts - Typography	Egypt	Al Ismaelia For Real Estate Investment	Fonts	J Walter Thompson Cairo	Downtown Fonts - Neferta Safwat, Maktab Rita, Selin Madinat El Bat, Kabab
Craft Certificate	Design Crafts - Illustration	South Africa	Nando's	Original Pattern Art	Sunshinegun	Nando's Afroklectic Pattern
Craft Certificate	Design Crafts - Illustration	South Africa	Geisha	Promotional Mailer	The Hardy Boys & THB Disturbance	Geisha Stories for Life

DIGITAL & INTERACTIVE

Grand Prix	Digital & Interactive - Mobile Advertising	South Africa	Diageo	Tusker Lager	NetworkBBDO	Team Kenya
Gold	Digital & Interactive - Online Advertising	United Arab Emirates	Go Sport	Go Sport	TBWA\RAAD	Champion's Hijack
Gold	Digital & Interactive - Social Media	South Africa	CANSA	CANSA	FCB Cape Town & Hellocomputer	Testi-Monials
Gold	Digital & Interactive - Mobile Advertising	South Africa	KFC	Shakin' Shakin'	Ogilvy & Mather Johannesburg	Shakin' Shakin'
Campaign Silver	Digital Integrated Campaign	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO & INJOZI	Kung Fu
Silver	Digital & Interactive - Micosite	South Africa	Chicken Licken	Rock My Soul Meal	INJOZI	Soul Rocker
Silver	Digital & Interactive - Micosite	South Africa	CANSA	CANSA	FCB Cape Town & Hellocomputer	Testi-Monials

Silver	Digital & Interactive - Microsite	South Africa	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX finish	Quirk & 140BBDO	The Master's Collection
Silver	Digital & Interactive - Social Media	South Africa	PASSOP	Twitter Refugees	NATIVE VML	Twitter Refugees
Silver	Digital & Interactive - Social Media	South Africa	BirdLife South Africa	International Vulture Awareness Day	Utopia	Tuluver
Silver	Digital & Interactive - Social Media	South Africa	Unilever	AXE Anti-Perspirant and Body Spray	Gorilla Creative Media	#YouGottaDry. Be Cool. E When You're Not.
Silver	Digital & Interactive - Applications, Games & Interactive tools	South Africa	Castrol	Magnatec	Ogilvy & Mather Cape Town	The Vuvuliser
Silver	Digital & Interactive - Mobile Applications & Sites	United Arab Emirates	Samsung	Corporate	Cheil Worldwide - Dubai	Samsung KalimaLock
Campaign Bronze	Digital Integrated Campaign	South Africa	Volkswagen South Africa	Amarok	Ogilvy & Mather Cape Town	Amarok Social Test Drive
Campaign Bronze	Digital Integrated Campaign	South Africa	SABMiller	Castle Lite	Ogilvy & Mather Cape Town	Ziyabanda
Campaign Bronze	Digital Integrated Campaign	South Africa	Land Rover	Defender	Y&R South Africa	#CelebrateDefender
Campaign Bronze	Digital Integrated Campaign	South Africa	New Balance	New Balance	King James Group	I Comrades
Campaign Bronze	Digital Integrated Campaign	South Africa	R&R Ice Cream	King Cone	Gorilla Creative Media	Beat Your #MonsterCravin
Bronze	Digital & Interactive - Online Advertising	Saudi Arabia	Jarir Bookstore	Books	J.Walter Thomspson KSA	Newsworthy Books
Bronze	Digital & Interactive - Online Advertising	South Africa	Volkswagen South Africa	Volkswagen Genuine Parts	Ogilvy & Mather Cape Town	Dancing
Bronze	Digital & Interactive - Website	South Africa	Pernod Ricard	The Inner Circle	Hellocomputer	The Impossible Survey
Bronze	Digital & Interactive - Microsite	South Africa	Bet.co.za	Online Betting	Iconic & Made	Betmatch
Bronze	Digital & Interactive - Microsite	South Africa	Land Rover	Defender	Y&R South Africa	#CelebrateDefender
Bronze	Digital & Interactive - Microsite	South Africa	Coronation	Brand	Net#work BBDO & Injozi	BECAUSEITSYOURMONE
Bronze	Digital & Interactive - Social Media	South Africa	City of Cape Town	Metro Police	King James Group	Metro Police Ride-Along
Bronze	Digital & Interactive - Social Media	South Africa	MTV Africa	MTV	Ogilvy & Mather Johannesburg	#LetsTalkColour
Bronze	Digital & Interactive - Social Media	South Africa	DARG	Facebook Photobomb	NATIVE VML	Facebook Photobomb

Bronze	Digital & Interactive - Social Media	South Africa	PASSOP	I am Muslim	NATIVE VML	I am Muslim
Bronze	Digital & Interactive - Social Media	United Arab Emirates	Dubai Cares	Charity Organization	J. Walter Thompson Dubai	I Can Teach You Too
Bronze	Digital & Interactive - Social Media	South Africa	Nedbank	Retail	Joe Public Pty Ltd	Twitter Track
Bronze	Digital & Interactive - Social Media	United Arab Emirates	Coca-Cola	Coca-Cola	Memac Ogilvy Dubai	Finding Light in the Dark
Bronze	Digital & Interactive - Social Media	South Africa	Children of Fire	Children of Fire Fundraising	The Jupiter Drawing Room (South Africa) Johannesburg	Throwback Thursday
Bronze	Digital & Interactive - Applications, Games & Interactive tools	South Africa	Netflorist	Happy Cam	FCB Cape Town	Netflorst Happy Cam
Craft Gold	Digital Crafts - Animation	South Africa	CANSA	CANSA	FCB Cape Town & Hellocomputer	Testi-Monials
Craft Gold	Digital Crafts - Illustration, Photography & Graphic Design	South Africa	KFC	Shakin' Shakin'	Ogilvy & Mather Johannesburg	Shakin' Shakin'
Craft Certificate	Digital Crafts - Interface & Navigation	South Africa	Investec Asset Management	Investec Asset Management Annual Journal	Hellocomputer	Journal 3 - Decoding Chir
Craft Certificate	Digital Crafts - Interface & Navigation	United Arab Emirates	Samsung	Corporate	Cheil Worldwide - Dubai	Samsung KalimaLock
Craft Certificate	Digital Crafts - Illustration, Photography & Graphic Design	South Africa	Chicken Licken	Rock My Soul Meal	INJOZI, Network BBDO	Soul Rocker
Craft Certificate	Digital Crafts - Illustration, Photography & Graphic Design	South Africa	Coronation	Brand	Net#work BBDO & Injozi	BECAUSEITSYOURMONE

OUTDOOR & OUT OF HOME

Gold	Outdoor Media	United Arab Emirates	HSBC	International Money Transfer	J. Walter Thompson Dubai	Global Transfer
Gold	Direct Mail	South Africa	Nestle Professional	Nestle Professional	Mullen Lowe Johannesburg	Connect - Magnetism
Silver	Outdoor Media	South Africa	Mosaic	Unscam Posters	NATIVE VML	Unscam Posters
Silver	Ambient & Alternative Media	United Arab Emirates	Pril	Dishwashing Liquid	TBW\RAAD	One-Drop Bottle
Silver	Ambient & Alternative Media	South Africa	Castrol	Magnatec	Ogilvy & Mather Cape Town	The Vuvuliser
Silver	Ambient & Alternative Media	South Africa	Heinz Foods	Wellingtons Tomato Sauce	Ogilvy & Mather Cape Town	WellingTops
Silver	In-Store	South Africa	Clover SA	Fresh Milk	Joe Public Pty Ltd	Drought Packs
Silver	Direct Mail	South Africa	TOPS at SPAR	Olive Brook Shiraz/Cabernet Sauvignon	TBW\Hunt\Lascaris\Durban	Words in Wine
Campaign Bronze	Direct Mail	South Africa	Reach for a dream - DJ, Kruger, Barney	Payroll giving	Black River FC	

Bronze	Outdoor Media	Nigeria	MULTIPRO	HYPO	NOAHS ARK COMMUNICATIONS LIMITED	FOR WHITES ONLY(osce
Bronze	Transit & Air	Namibia	City of Windhoek	Water saving	Advantage Y&R	#DontWashMeNAM
PRINT						
Grand Prix	Newspaper Advertising	South Africa	Electronic Media Network	Channel O	Black River FC	Youth Day
Campaign Gold	Indoor Posters	South Africa	Wrigley	Orbit Dental Gum	DDB	Symbiosis - Plover, Clean Shrimp, Wrasse
Campaign Gold	Indoor Posters	South Africa	Audi SA	Audi Space Frame	Ogilvy & Mather Cape Town	Crumple Zones - School f Ballerina, Soccer Star
Campaign Gold	Newspaper Advertising	South Africa	Wrigley	Orbit Gum	DDB	French/Portuguese/Japan
Campaign Gold	Newspaper Advertising	United Arab Emirates	Samsung	Level On Pro Headphones	Cheil Worldwide - Dubai	Samsung Noise Cancell Print Ads - Pop, Tarab, Cl
Gold	Indoor Posters	Lebanon	Coca-Cola	Coca-Cola long can	J.Walter Thompson Beirut	Giraffe
Gold	Tactical use of Newspaper	United Arab Emirates	Go Sport	Go Sport	TBWAI RAAD	Champion's Hijack
Campaign Silver	SA Non-English Print Advertising	South Africa	Toyota South Africa (Pty) Ltd	Hilux	FCB Africa (Pty) Ltd	Hilux "tjie" Print - "N Vrag Stompe", ""N Vrag Bande" Vrag Hooibale"
Campaign Silver	Magazine Advertising	United Arab Emirates	Qatar Islamic Bank	Road Safety	Memac Ogilvy Doha	Breaking A Fatal Pattern - Maataha, Shams, Nujoor
Campaign Silver	Indoor Posters	South Africa	Children of Fire	Children of Fire Fundraising	The Jupiter Drawing Room (South Africa) Johannesburg	Throwback Thursday, Siye Mbali, Harmony
Campaign Silver	Newspaper Advertising	Nigeria	BOKO HALAL	THE YOUNG BOOKWORMS	NOAHS ARK COMMUNICATIONS LIMITED	PROJECT SHOES - MUHAMMADU BUHARI, IC DEBY, PAUL BIYA
Campaign Silver	Newspaper Advertising	South Africa	Unilever	Handy Andy	theDOagency	5000 Second Rule - Cupc Egg, Sausage
Campaign Silver	Newspaper Advertising	South Africa	McCain	Frozen Vegetables	Joe Public Pty Ltd	Frozen At Their Best - Rug Player, Lifeguard, Vigilant
Silver	Magazine Advertising	South Africa	PNet	PNet	Joe Public Pty Ltd	Table
Silver	Branded Content Print	South Africa	King Price Insurance	King Press	Xfacta Consulting Services CC.	King Press
Silver	Indoor Posters	United Arab Emirates	Kinokunya	Book Store	J. Walter Thompson Dubai	Curious Readers
Campaign Bronze	Magazine Advertising	South Africa	National Geographic Kids Magazine	National Geographic Kids Magazine	FoxP2	Stickers - Cheetah, Eagle, Elephant
Campaign Bronze	Indoor Posters	South Africa	Hasbro	Play-Doh	TWO.AM Agency	Play-Doh - Play Offline - N Updates Necessary, No Ir Purchases, No Charger N No Loading Time
Campaign Bronze	Newspaper Advertising	South Africa	Arrive Alive	Arrive Alive	Ireland/Davenport	A message worth dying fo Gandhi, MLK
Campaign Bronze	Newspaper Advertising	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascaris Johannesburg	Holiday Packing - Make-up Meds, Dude vs Pensioner vs Mom
Bronze	SA Non-English Print Advertising	South Africa	Nedbank	Insurance	Joe Public Pty Ltd	Family Tree
Bronze	Magazine Advertising	Nigeria	UAC FOODS	GALA SNACKS	NOAHS ARK COMMUNICATIONS LIMITED	OBAMA
Bronze	Tactical use of Newspaper	South Africa	Volkswagen	VW Caravelle	Ogilvy & Mather Cape Town	Wives

Bronze	Newspaper Advertising	South Africa	Honda Motors Southern Africa (PTY) Ltd	Corporate	DDB	Followers
Campaign Craft Gold	Print Crafts - Illustration	South Africa	Wrigley	Orbit Dental Gum	DDB	Symbiosis - Plover, Wrasse, Cleaner Shrimp
Campaign Craft Gold	Print Crafts - Illustration	South Africa	McCain	Frozen Vegetables	Joe Public Pty Ltd	Frozen At Their Best - Life, Vigilante, Rugby Player
Campaign Craft Gold	Print Crafts - Art direction	United Arab Emirates	Qatar Islamic Bank	Road Safety	Memac Ogilvy	Breaking A Fatal Pattern - Shams, Maataha, Nujoom
Campaign Craft Gold	Print Crafts - Art direction	United Arab Emirates	IKEA	IKEA Special Offers	Memac Ogilvy Dubai	IKEA It's that affordable. - BED, LAMP, TABLE, BOOK
Campaign Craft Certificate	Print Crafts - Typography	South Africa	CNA	Educational toys and books	Promise	Flashcards - A is for..., B is for..., C is for...
Campaign Craft Certificate	Print Crafts - Illustration	United Arab Emirates	Qatar Islamic Bank	Road Safety	Memac Ogilvy	Breaking A Fatal Pattern - Shams, Nujoom, Maataha
Campaign Craft Certificate	Print Crafts - Photography	South Africa	Ster-Kinekor	Cult Movie Festival	FoxP2	The Cult Film Festival - The Lebowskis Cult, Jaws Cult, Fiction Cult, Donnie Darko
Campaign Craft Certificate	Print Crafts - Photography	South Africa	City Lodge Hotels	City Lodge	TBWA\HuntLascaris Johannesburg	A room for everyone - Staff, Family, Team
Campaign Craft Certificate	Print Crafts - Writing	South Africa	Ster-Kinekor	Ster-Kinekor	FoxP2	The Reign Of The IT Guy - Bearded Icarus, Cubicle Kingdom, Footrub Minstrel
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Wrigley	Orbit Dental Gum	DDB	Symbiosis - Cleaner Shrimp, Wrasse, Plover
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	PNet	PNet	Joe Public Pty Ltd	Part Of The Furniture - Chair, Table, Coat Hanger
Campaign Craft Certificate	Print Crafts - Art direction	South Africa	Reach for a dream	Payroll giving	Black River FC	Kruger, DJ, Barney

SHARED VALUE

Grand Prix	Shared Value	South Africa	Nando's	Nando's	Nando's Chickenland	Nando's "Chicken Run" & "Heartfelt Celebration of South African Design"
Gold	Shared Value	South Africa	Different Life (Pty) Ltd	Long-term life insurance	Different Life (Pty) Ltd	Feel good about life insurance
Silver	Shared Value	South Africa	Unilever	OMO	Liquorice	OMO Fast Kids Maths
Silver	Shared Value	South Africa	Woolworths	Corporate	Woolworths	#Pharrellwithwoolies - Raising R100 Million
Silver	Shared Value	United Arab Emirates	Samsung	Corporate	Cheil Worldwide - Dubai	Samsung KalimaLock
Bronze	Shared Value	Lebanon	Bou Khalil Supermarché	the Good Note	J.Walter Thompson Beirut	The Good Note
Bronze	Shared Value	South Africa	KFC	KFC Add Hope	Ogilvy & Mather Johannesburg	KFC Add Hope

STUDENT

Campaign Gold	Student - Radio Commercials	South Africa	Mweb	Uncapped Internet	AAA School of Advertising Cape Town	Mweb - Destination Dale, Nathan, Susan
Gold	Student - Indoor Posters	South Africa	Lefty	Seven Deadly Sins Poster	AAA School of Advertising Cape Town	Seven Deadly Sins
Gold	Student - Logos and Identity Programmes	South Africa	University of Pretoria	Brand Identity	University of Pretoria	The Secret Society of Liars
Gold	Student - Publication Design	South Africa	Casper Schutte	Casper Schutte	Stellenbosch Academy of Design and Photography	Ja Oom Nee Oom

Gold	Student - Package Design	South Africa	Kotex	Kotex Promotional Packs	Stellenbosch Academy of Design and Photography	Kotex
Campaign Silver	Student - Newspaper & Magazine Advertising	South Africa	PHILIPS	PHILIPS Vivo Silent Juicer	Stellenbosch Academy of Design and Photography	Silent Juicer 1, Silent Juicer 2
Campaign Silver	Student - Newspaper & Magazine Advertising	South Africa	Allergex	Allergex	Stellenbosch Academy of Design and Photography	Kitker, Die Furrer, Terrieris
Campaign Silver	Student - Outdoor & Out of Home	South Africa	World of Birds	World of Birds	Stellenbosch Academy of Design and Photography	World of Birds - Eye, Claw
Campaign Silver	Student - Integrated Campaign	South Africa	Danny the Mechanic	Danny's Auto Repairs	Vega School	Do It For Danny
Campaign Silver	Student - Integrated Campaign	South Africa	Bakers	Mni-packs	AAA School of Advertising Cape Town	The AlpaBite
Silver	Student - Motion Graphics	Zimbabwe	N/A	N/A	University of Pretoria	Perceptions
Silver	Student - Radio Commercials	South Africa	Dr Martens	Dr Martens	Vega School	Stand For Something
Silver	Student - Indoor Posters	South Africa	n/a	n/a	Red & Yellow School of Logic and Magic	Hell, Who's In It?
Silver	Student - Collateral Design	South Africa	The Rainbow Restaurant	Record Albums	Vega School	The Rainbow Jazz Crate
Silver	Student - Collateral Design	South Africa	Direct Mailer	Twister	North-West University	Twister Club
Silver	Student - Publication Design	South Africa	Publication	Publication	North-West University	The Delicious Anatomy of
Silver	Student - Publication Design	South Africa	Megan Brits	Megan Brits	Stellenbosch Academy of Design and Photography	Eulogy of Grump
Silver	Student - Internet & Mobile Media	South Africa	Amnesty International	Wastenot App	Vega School	Wastenot
Campaign Bronze	Student - Newspaper & Magazine Advertising	South Africa	Zam-buk	Skin ointment	AAA School of Advertising Cape Town	Maklike tuis besoek - Vrugtekoek, Mojito, Blatjar
Campaign Bronze	Student - Integrated Campaign	South Africa	Sii	Effluent detection	Red & Yellow School of Logic and Magic	Swimming in it
Campaign Bronze	Student - Integrated Campaign	South Africa	University of Pretoria	Educational toolkit	University of Pretoria	Germatology
Bronze	Student - Motion Graphics	South Africa	Delusional Disorder	PSA	Greenside Design Center College of Design	Illusions vs Delusions
Bronze	Student - Radio Commercials	South Africa	Ithuba	Ithuba	AAA School of Advertising JHB	Numbers
Bronze	Student - Newspaper & Magazine Advertising	South Africa	Cape Union Mart	Cape Union Mart	Stellenbosch Academy of Design and Photography	Vat-Nie-Khaki
Bronze	Student - Logos and Identity Programmes	South Africa	5 grandmasters	Chess Organisation	Greenside Design Center College of Design	5 grandmasters
Bronze	Student - Logos and Identity Programmes	South Africa	Paper Plane	Identity Programme	The Open Window Institute For Arts and Digital Sciences	Paper Plane

Bronze	Student - Logos and Identity Programmes	South Africa	Maya Ekse	Self-Promotion	Stellenbosch Academy of Design and Photography	Self-Promotion
Bronze	Student - Logos and Identity Programmes	South Africa	Adri le Roux	Self-Promotion	Stellenbosch Academy of Design and Photography	Self-Promotion
Bronze	Student - Collateral Design	South Africa	Bos Ice Tea, Rocking the Daisies	Bos Ice Tea: Rocking The Daisies	North-West University	Bottomless Bos
Bronze	Student - Architecture, Interior Design & Temporary Structures	South Africa	Urban Zen	Interior Spa	Greenside Design Center College of Design	Urban Zen
Bronze	Student - Publication Design	South Africa	Street Scene	City Guide Booklet	Vega School	Double Take Durban
Bronze	Student - Publication Design	South Africa	n/a	n/a	Red & Yellow School of Logic and Magic	Animal Farm Revisited
Bronze	Student - Publication Design	South Africa	Phaidon	Frere-Jones: A study of the typeface luminary Book	AAA School of Advertising Cape Town	Frere-Jones: A study of the typeface luminary
Bronze	Student - Package Design	South Africa	Converse	All Stars	Red & Yellow School of Logic and Magic	Blanc canvas
Bronze	Student - Package Design	South Africa	QE01	Philophobia	Red & Yellow School of Logic and Magic	THE ROYAL TEASE
Bronze	Student - Package Design	South Africa	De Villiers Chocolates	De Villiers Chocolates	Stellenbosch Academy of Design and Photography	De Villiers Chocolates
Bronze	Student - Package Design	South Africa	Emirates	Inflight Kids Meal Kit	Stellenbosch Academy of Design and Photography	Around the World
Bronze	Student - Internet & Mobile Media	South Africa	Gunslinger Longboards	Gunslinger Longboards	Vega School	Renegades
Bronze	Student - Internet & Mobile Media	South Africa	Carte Blanche	Jack Application	Vega School	Jack
Craft Gold	Student - Print & Design Crafts - Illustration	South Africa	Lefty	Seven Deadly Sins Poster	AAA School of Advertising Cape Town	Seven Deadly Sins
Campaign Craft Certificate	Student - Print & Design Crafts - Writing	South Africa	Zam-Buk	Lip Moisturiser	AAA School of Advertising Cape Town	No Shine - The Beach, Rc Trip, The Notebook
Craft Certificate	Student - Print & Design Crafts - Art Direction	South Africa	Casper Schutte	Casper Schutte	Stellenbosch Academy of Design and Photography	Ja Oom Nee Oom
Craft Certificate	Student - Print & Design Crafts - Illustration	South Africa	None	None	Open Window Institute For Arts And Digital Sciences	Bad Blood
Craft Certificate	Student - Print & Design Crafts - Typography	South Africa	Izette Hohne	Self-Promotion	Stellenbosch Academy of Design and Photography	Self-Promotion

PR COMMUNICATION

Campaign Gold	PR Communication Campaign	South Africa	Ster-Kinekor	Ster-Kinekor	FoxP2	#OpenEyes
Campaign Bronze	PR Communication Campaign	South Africa	Takealot.com	Merger	M&C Saatchi Abel	A Perfect Match
Campaign Bronze	PR Communication Campaign	South Africa	CANSA	CANSA	FCB Cape Town & Hellocomputer	Testi-Monials
Campaign Bronze	PR Communication Campaign	South Africa	BirdLife South Africa	International Vulture Awareness Day	Utopia	Tuluver

LIVE EVENTS, ACTIVATIONS & SPONSORSHIPS						
Gold	Live Events	South Africa	BMW	BMW 7 Series	Mela Events	All-new BMW 7 Series Lat
Campaign Silver	PR Communication Campaign	Lebanon	Bou Khalil Supermarché	the Good Note	J.Walter Thompson Beirut	The Good Note
Campaign Silver	PR Communication Campaign	South Africa	Clover Futurelife	Smart Drink	Joe Public Pty Ltd	Drink of the Future
Silver	Live Events	South Africa	Heineken South Africa	Cool Can	M&C Saatchi Abel	Edible Music
Silver	Live Events	Namibia	City of Windhoek	Water saving	Advantage Y&R	#DontWashMeNAM
Silver	Live Activations	South Africa	The Salvation Army	The Salvation Army	OwenKessel Leo Burnett	Whipped
Bronze	Live Events	South Africa	Woolworths	Loyalty	Woolworths	#Pharrellwithwoolies - Co
Bronze	Live Events	South Africa	KFC	KFC Popping Candy Krusher	Ogilvy & Mather Johannesburg	Popping Joburg
Bronze	Live Activations	South Africa	Nedbank	Retail	Joe Public Pty Ltd	Twitter Track
Bronze	Live Events - Sponsorship	South Africa	Nedbank	The Nedbank Wonderland Project	M&C Saatchi Abel	The Nedbank Wonderland Project
Bronze	Live Events - Sponsorship	South Africa	New Balance	New Balance	King James Group	I Comrades
Bronze	Live Events - Sponsorship	South Africa	Sanlam	Financial Services	King James Group	Every Word is a Masterpie
Craft Certificate	Live Crafts	South Africa	Heineken South Africa	Cool Can	M&C Saatchi Abel	Edible Music
Craft Certificate	Live Crafts	South Africa	Three Ships Whisky	Whisky	140 BBDO	Three Ships Micro Distille
Craft Certificate	Live Crafts	South Africa	Sanlam	Financial services	King James Group	Sanlam J&B Met VIP Marq
Craft Certificate	Live Crafts	South Africa	Behance	Portfolio Review 2016	The Hardy Boys & THB Disturbance	Be More
MEDIA INNOVATION						
Gold	Media Innovation - Single Medium	South Africa	PASSOP	Twitter Refugees	NATIVE VML	Twitter Refugees
Gold	Media Innovation - Single Medium	South Africa	MTV Africa	MTV	Ogilvy & Mather Johannesburg	#LetsTalkColour
Silver	Media Innovation - Single Medium	South Africa	De Beers	Voerspoed Mine	Ignite Joe Public	Safety
Silver	Media Innovation - Single Medium	South Africa	Toyota	Hilux	Hellocomputer	Toyota Tougherer Load
Silver	Media Innovation - Single Medium	South Africa	Diageo	Tusker Lager	NetworkBBDO	Team Kenya
Campaign Bronze	Media Innovation - Media Campaign	South Africa	Operation Smile	Operation Smile	Y&R South Africa	Op45
Bronze	Media Innovation - Single Medium	South Africa	DARG	Facebook Photobomb	NATIVE VML	Facebook Photobomb
Bronze	Media Innovation - Single Medium	South Africa	BMW	X1	NATIVE VML	WEBJACK
Bronze	Media Innovation - Single Medium	South Africa	South African Breweries	SAB Drink Responsibly Initiative	Geometry and Ogilvy & Mather Johannesburg	The SAB Spike Detector C

RADIO						
Grand Prix	Radio Station Commercials	South Africa	KFC	KFC Man Meals	Ogilvy & Mather Johannesburg	The Everyman Meal - Cold Weights, Claw Thing, Che Balm
Campaign Gold	Radio Station Commercials	South Africa	Vodacom	Vodacom	Ogilvy & Mather Johannesburg	You Should Have Called - Double Blue Tick, Meme
Campaign Gold	SA Non-English Radio Station Commercials	South Africa	BBC Lifestyle	The Great South African Bake Off	The Odd Number	Zone 3 Judges - Wholenu Custard and Sweets
Campaign Silver	Radio Station Commercials	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascais Johannesburg	Travel before its not fun ar - Spring Break, Spiritual F Skiing Trip
Campaign Silver	SA Non-English Radio Station Commercials	South Africa	Tiger Brands	Peaceful Sleep Room Spray	TBWA\Hunt\Lascais Johannesburg	Monna, Mbsadi
Campaign Silver	SA Non-English Radio Station Commercials	South Africa	KFC	KFC Streetwise 3	Ogilvy & Mather Johannesburg	Slyza Tsotsi 1, Slyza Tsots Slyza Tsotsi 3
Silver	Branded Content Radio	South Africa	Sony Xperia	Sony Xperia phones, C3, Z3 and Z5	Thread	Xperia Mashlab
Silver	Radio Station Commercials	South Africa	Netflorist	Netflorist	FCB Africa (Pty) Ltd	Netflorist A War of Words - Anniversary Forgotten Rac
Campaign Bronze	Radio Station Commercials	South Africa	Ster-Kinekor	Ster-Kinekor	FoxP2	The Reign Of The IT Guy - Bearded Icarus, Footrub M Cubicle Kingdom
Campaign Bronze	Radio Station Commercials	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascais Johannesburg	Old you visits young you - Dan, Old Jen, Old Kev
Campaign Bronze	Radio Station Commercials	South Africa	Philips	Philips Close Shave	Ogilvy & Mather Johannesburg	Philips Close Shave Story Close shave with a chains Close shave with a Chine triad, Close shave with a t
Campaign Bronze	SA Non-English Radio Station Commercials	South Africa	Netflorist	Netflorist	FCB Africa (Pty) Ltd	Netflorist "A War of Words Campaign - The Kitchen c Status Liked
Bronze	Radio Station Commercials	United Arab Emirates	Greenpeace International	Plastic Redection	Memac Ogilvy Dubai	Story of a Spoon
Bronze	Radio Station Commercials	South Africa	KFC	KFC Coffee	Ogilvy & Mather Johannesburg	3. KFC Coffee - Cult
Bronze	Radio Station Commercials	South Africa	KFC	KFC Coffee	Ogilvy & Mather Johannesburg	KFC Coffee - Catch A Wak Money Scam, Smoker, Cu
Bronze	SA Non-English Radio Station Commercials	South Africa	BBC Brit	Top Gear	The Odd Number	Umsebenzi
Bronze	SA Non-English Radio Station Commercials	South Africa	MultiChoice DStv	DStv Box Office	Ogilvy & Mather Johannesburg	The Revenant
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascais Johannesburg	Travel before its not fun ar - Skiing Trip, Spiritual Fes Spring Break
Campaign Craft Gold	Radio Crafts - Writing	South Africa	Vodacom	Vodacom	Ogilvy & Mather Johannesburg	You Should Have Called - Meme, Double Blue Tick
Campaign Craft Gold	Radio Crafts - Writing	South Africa	KFC	KFC Man Meals	Ogilvy & Mather Johannesburg	The Everyman Meal - Cold Weights, Claw Thing, Che Balm
Campaign Craft Gold	Radio Crafts - Direction	South Africa	KFC	KFC Man Meals	Ogilvy & Mather Johannesburg	The Everyman Meal - Cold Weights, Claw Thing, Che Balm
Campaign Craft Certificate	Radio Craft - SA Non-English Performance	South Africa	MultiChoice DStv	DStv Compact	Ogilvy & Mather Johannesburg	Halloween - Gazi, Car Jac
Campaign Craft Certificate	Radio Craft - SA Non-English Performance	South Africa	KFC	KFC Streetwise 3	Ogilvy & Mather Johannesburg	Slyza Tsotsi 1, Slyza Tsots Slyza Tsotsi 3

Campaign Craft Certificate	Radio Crafts - Direction	South Africa	Philips	Philips Close Shave	Ogilvy & Mather Johannesburg	Philips Close Shave Story Close shave with a train, Close shave with a chainsaw, Close shave with a Chinese tria
Campaign Craft Certificate	Radio Crafts - Direction	South Africa	Flight Centre	Student Flights	TBWA\Hunt\Lascais Johannesburg	Travel before its not fun ar - Spiritual Festival, Skiing Spring Break
Craft Certificate	Radio Crafts - Performance	South Africa	KFC	KFC The Everyman Meal	Ogilvy & Mather Johannesburg	3. The Everyman Meal - Cl Lip Balm
Craft Certificate	Radio Crafts - Performance	South Africa	Vodacom	Vodacom	Ogilvy & Mather Johannesburg	3. You Should Have Calle Double Blue Tick
Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Philips	Series 5000	Produce Sound	Philips Close Shave - Trai Chain Saw
Craft Certificate	Radio Crafts - Original Music & Sound Design	South Africa	Netflorist	Netflorist	FCB Africa (Pty) Ltd	Netflorist "A War of Words Campaign - Anniversary Forgotten, The Kitchen of I Status Liked

TV, FILM & VIDEO

Grand Prix	Branded Content Video - Campaign	Saudi Arabia	Saudi Telecom Company - STC	Broadband	J.Walter Thomspson KSA	1st Branded Online Entertainment Hub
Grand Prix	TV & Cinema Commercials - up to 90s	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Gold	Internet Video - above 30s	South Africa	CANSA	CANSA	FCB Cape Town	Testi-Monials: Darryl
Gold	Internet Video - above 30s	South Africa	Surf Shack	Surf Shack Surfing School	Y&R South Africa/7Films	The Dragon
Gold	TV Trailers & Content Promos	United Arab Emirates	Emirates Holidays	Emirates Holidays	TBWA\RAAD	Emirates Movie Index
Gold	Branded Content Video - Campaign	South Africa	Ster-Kinekor	Ster-Kinekor	FoxP2	#OpenEyes
Silver	Music Videos	South Africa	Sons of Kemet	Sons of Kemet	Arcade Content	Castle of My Skin
Silver	Music Videos	South Africa	Riky Rick	Riky Rick	Arcade Content & Dirty Soul	Exodus
Silver	Internet Video - above 30s	Israel	Prigat	Prigat Natural Juice	Baumann Ber Rivnay/ Saatchi & Saatchi	The Genius
Silver	Branded Content Video - Single Execution	South Africa	New Balance	New Balance	King James Group	Baby vs Dale Steyn
Silver	Branded Content Video - Single Execution	United Arab Emirates	Coca Cola	Coca Cola	Mamac Ogilvy	Finding Light in the Dark
Silver	Branded Content Video - Campaign	South Africa	Sanlam	Sanlam	King James Group	Sanlam One Rand Family
Silver	TV & Cinema Commercials - up to 90s	South Africa	Careers24	Careers24	Ogilvy & Mather Cape Town	Hospital
Silver	TV & Cinema Commercials - up to 90s	South Africa	SAMPRO	Rediscover Dairy	FoxP2	Pool
Silver	SA Non-English TV & Cinema Commercials – up to 90s	South Africa	MultiChoice DStv	DStv Access	Ogilvy & Mather Johannesburg	Labola
Campaign Bronze	Internet Commercials - up to 30s	South Africa	Volkswagen South Africa	Genuine Parts	Ogilvy & Mather Cape Town	Technically - Dog, Dancing

Campaign Bronze	Internet Commercials - up to 30s	South Africa	Mondelez - Cadbury Dairy Milk	Cadbury Dairy Milk - Bubbly	Ogilvy & Mather Johannesburg	Pre-Joy- Dad, Granny, Tru
Campaign Bronze	Branded Content Video - Single Execution	South Africa	Telkom	Telkom BCX	DDB	Social Media/Shopping/Educatio
Bronze	Music Videos	South Africa	Xperia Mashlab	Caviar Dreams	Moonlighting Commericals PTY LTD T/A Thread	Caviar Dreams - Al Bairre PHFAT
Bronze	Music Videos	South Africa	Jack Parow & Freshlyground	Music Video	Thread	Army of One
Bronze	Internet Video - above 30s	Israel	Super-Pharm	Life M6 Razorblades	Baumann Ber Rivnay / Saatchi & Saatchi	My New Face
Bronze	Internet Video - above 30s	United Arab Emirates	Greenpeace International	Plastic Reduction	Memac Ogilvy Dubai	Story of a Spoon
Bronze	Internet Video - above 30s	South Africa	Volkswagen South Africa	Amarok	Ogilvy & Mather Cape Town	Amarok Social Test Drive Episode 4
Bronze	Internet Video - above 30s	South Africa	Coronation	Brand	NetworkBBDO	SIRENS & SACRIFICE
Bronze	Branded Content Video - Single Execution	South Africa	MTV Africa	MTV	Ogilvy & Mather Johannesburg	#LetsTalkColour
Bronze	Branded Content Video - Campaign	South Africa	Operation Smile	Operation Smile	Y&R South Africa	Op45
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Volkswagen South Africa	Volkswagen Brand	Ogilvy & Mather Cape Town	On The Road
Bronze	TV & Cinema Commercials - up to 90s	South Africa	1Life	1Life	House of Brave (Pty) Ltd	One
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Mondelez - Cadbury Lunchbar	Cadbury Lunchbar	Ogilvy & Mather Johannesburg	Mo
Bronze	TV & Cinema Commercials - up to 90s	South Africa	KFC	KFC Add Hope	Ogilvy & Mather Johannesburg	The Story of Hope
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Diageo	Guinness African Special	NetworkBBDO	Alive Inside
Bronze	TV & Cinema Commercials - up to 90s	South Africa	Coronation	Brand	NetworkBBDO	MONEY MAKER
Bronze	SA Non-English TV & Cinema Commercials – up to 90s	South Africa	MultiChoice DStv	DStv Compact	Ogilvy & Mather Johannesburg	Ku Rough
Bronze	SA Non-English TV & Cinema Commercials – up to 90s	South Africa	Umhlobo Wenene FM/ SABC Radio	Brand	OpenCo - The Open Collaboration	uTata Nonyana
Craft Gold	TV Crafts - Production Design	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Craft Gold	TV Crafts - Animation	South Africa	GWK	GWK	Mullen Lowe South Africa	This Man is Building a Ro
Craft Gold	TV Crafts - Cinematography	South Africa	Adidas Originals	Adidas Originals	Egg Films	Future
Craft Gold	TV Crafts - Direction	South Africa	Adidas Originals	Adidas Originals	Egg Films	Future
Craft Gold	TV Crafts - Direction	South Africa	Chicken Licken	Chicken Licken	Net#work BBDO	Kung Fu
Campaign Craft Certificate	TV Crafts - Writing	South Africa	Surf Shack	Surf Shack Surfing School	Y&R South Africa/7Films	True Stories - The Dragon Good Drowning, Fish Eye

Craft Certificate	TV Crafts - Production Design	South Africa	South African Breweries	18+	Joe Public Pty Ltd	Be The Mentor
Craft Certificate	TV Crafts - Production Design	South Africa	Diageo	Guinness African Special	NetworkBBDO	Alive Inside
Craft Certificate	TV Crafts - Editing	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Craft Certificate	TV Crafts - Editing	South Africa	Western Cape Government	Public Service / Safety	The Upstairs Ludus	The First Kiss
Craft Certificate	TV Crafts - Special Visual Effects	South Africa	Allan Gray	Allan Gray	BlackGinger	Allan Gray The Letter
Craft Certificate	TV Crafts - Animation	South Africa	Tiger Brands	All Gold	Wicked Pixels	Orchard
Craft Certificate	TV Crafts - Animation	South Africa	KFC	KFC Add Hope	Ogilvy & Mather Johannesburg	The Story of Hope
Craft Certificate	TV Crafts - Best Use of Licensed Music	South Africa	Coronation	Brand	NetworkBBDO	MONEY MAKER
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	SABC 1	Brand	OpenCo - The Open Collaboration	TV and Life are 1: The Arti
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	SABMiller	Castle Lite	Ogilvy & Mather Cape Town	Ziyabanda feat. Stilo Magc
Craft Certificate	TV Crafts - Original Music & Sound Design	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Craft Certificate	TV Crafts - Performance	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Craft Certificate	TV Crafts - Cinematography	South Africa	1Life	1Life	Egg Films	One
Craft Certificate	TV Crafts - Cinematography	South Africa	South African Breweries	18+	Joe Public Pty Ltd	Be The Mentor
Craft Certificate	TV Crafts - Cinematography	United Arab Emirates	Al Jazeera	News Reporting	Memac Ogilvy Dubai	Our Strength is in our Differences
Craft Certificate	TV Crafts - Cinematography	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO	Kung Fu
Craft Certificate	TV Crafts - Direction	South Africa	Volkswagen	Brand	0307 Films	On the Road
Craft Certificate	TV Crafts - Direction	South Africa	Coronation	Brand	NetworkBBDO	MONEY MAKER
INTEGRATED CAMPAIGN						
Grand Prix	Integrated Campaign	South Africa	Ster-Kinekor	Ster-Kinekor	FoxP2	#OpenEyes
Campaign Silver	Integrated Campaign	United Arab Emirates	Pril	Dishwashing Liquid	TBWAI RAAD	One-Drop Bottle
Campaign Silver	Integrated Campaign	South Africa	Volkswagen South Africa	Amarok	Ogilvy & Mather Cape Town	Amarok Social Test Drive
Campaign Silver	Integrated Campaign	South Africa	Operation Smile	Operation Smile	Y&R South Africa	Op45
Campaign Silver	Integrated Campaign	South Africa	CANSA	CANSA	FCB Cape Town & Hellocomputer	Testi-Monials
Campaign Bronze	Integrated Campaign	United Arab Emirates	SmartLife	GetSmart Program	FP7/DXB (Part of McCann Worldgroup)	Project Akshar (Alphabets
Campaign Bronze	Integrated Campaign	Lebanon	Bou Khalil Supermarché	the Good Note	J.Walter Thompson Beirut	The Good Note
Campaign Bronze	Integrated Campaign	South Africa	Nedbank	Retail	Joe Public Pty Ltd	Twitter Track
Campaign Bronze	Integrated Campaign	South Africa	Chicken Licken	Chicken Licken	NetworkBBDO & INJOZI	Kung Fu

Campaign Bronze	Integrated Campaign	South Africa	Sony Xperia	Sony Xperia	Thread	Xperia Mashlab
EFFECTIVE CREATIVITY						
Gold	Effective Creativity	South Africa	Volkswagen South Africa	The new Volkswagen up!	Ogilvy & Mather Cape Town	The Uber up! Test Ride
Gold	Effective Creativity	South Africa	Organ Donor Foundation	Organ Donor Foundation	Mullen Lowe South Africa	Get me to 21
Silver	Effective Creativity	South Africa	Jameson	The Indie Channel	NATIVE VML	The Indie Channel
Silver	Effective Creativity	South Africa	Garagista	Garagista Craft Beer	FoxP2	Anti-Hipster Campaign
Bronze	Effective Creativity	South Africa	Dial Direct	Dial Direct Insurance	Joe Public Pty Ltd	Time Is Precious
Bronze	Effective Creativity	United Arab Emirates	RTA	Road Safety	Memac Ogilvy Dubai	Back Off Radio
SERVICE DESIGN						
Silver	Service Design	Lebanon	Bou Khalil Supermarché	the Good Note	J.Walter Thompson Beirut	The Good Note
Silver	Service Design	South Africa	TOPS at SPAR	Olive Brook Shiraz / Cabernet Savignon	TBWA Hunt Lascaris Durban	Tops and Tales
Bronze	Service Design	South Africa	Mercedes- Benz	C-Class Coupe'	NetworkBBDO & Sinister Studio	Mercedes-Benz Virtual Re Experience
Bronze	Service Design	Kenya	Safaricom Limited	Corporate website	SQUAD DIGITAL	Safaricom Widgets
Bronze	Service Design	South Africa	The Roscommons Group	Sendr	Punk Jozi	Sendr Mobile Application

[Click here](#) for the full list of Saturday night's winners.

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