

All the effective creativity finalists!

Finalists in the effective creativity category have been announced for the Loeries 2018.

EFFECTIVE CREATIVITY			
Agency / Entrant	Title	Brand	Product
TBWA\RAAD	Camelpower	Nissan	Desert Lineup
TBWA\RAAD	One Drop Bottle	Henkel	Pril
Ogilvy & Mather Africa	The World's Most Eligible Bachelor	O! Pejeta Conservancy	O! Pejeta Conservancy
VML South Africa	Absolut One Source	Pernod Ricard South Africa	Alcoholic Beverage
King James Group	UK'shona Kwelanga - the first WhatsApp Drama Series	Sanlam	My Choice Funeral Plans
Joe Public United	Afronaut	Chicken Licken	Hotwings
Ogilvy Cape Town	011 Beats	Volkswagen	Polo Beats
Joe Public United	One Small Voice	Zazi	Zazi

Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 16 to 19 August 2018. Keep an eye on our [Loeries Creative Week Durban](#) special section for all the latest updates.

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