

# Loerie Awards: Part 2 - What happened on the night

By [Staff Reporter](#)

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The Loeries wrapped up last night with a final round of awards focusing on the various TV categories, radio, Africa and Middle East, events and PR and the special awards, namely Effective Creativity, Integrated Campaign, Media Innovation, Young Creatives Award and the Hall of Fame award.

But the star of the show on the evening wasn't any of the winners or even the MCs - John Vlismas and Anele Mdoda, it was a Rottweiler called Panzer. He made a guest appearance - complete with bowtie - while his mistress, Western Cape Premier, Helen Zille, made the keynote address.

The reason? The honourable premier was most incensed that The Hardy Boys had given her a lap dog in their guerrilla-type campaign for the NSPCA during this year's general election.

The campaign went on to win a bronze in the Media Innovation - single medium.



## Grand Prix

Good old-fashioned radio campaign won out for the evening's Grand Prix. Ogilvy & Mather Johannesburg and Lucozade took top honours with their "Give me strength" campaign.

## Africa and Middle East

Since being introduced last year, this category has grown substantially and attracted some very interesting finalists from as far afield as Turkey and Korea.

The gold Loerie went to a radio campaign for a Lebanese organisation, Sawamninhah, which protects women's and children's right and fights abuse. Produced by the Geometry Global Dubai agency, "Rescue Radio, the rescue continues", is a call to action to domestic workers, many of whom are kept as slaves and suffer terrible abuse at the hands of their employers. The broadcast is in a language that the domestic worker would understand under the guise of an advert for a festival, and providing contact details of a helpline. In many instances, Sawamninhah broke into the employers home to rescue the domestic worker. The whole reason for the campaign is dark on so many levels, but is producing results.

## Effective Creativity Award

Introduced in 2013, the Effective Creativity category, sponsored by Woolworths, allows previous Loerie winning entries to be measured for effective business results. This year two gold Loeries were awarded to Ster Kinekor and FoxP2 for "Great moments at their Greatest"; and to Johnnie Walker and the King James Group for "Johnnie Walker One Bottle".

## Loeries Hall of Fame

Another iconic figure joined the ranks of Graham Warsop, John Hunt, Robyn Putter, Nkwenkwe Nkomo and Mike Schalit on the [Loeries Hall of Fame](#) list of individuals who have shaped the South African brand communication industry.

Keith Rose is the director and founding partner of Velocity, a production company that has consistently featured in global production rankings including the Palme d'Or, the Gunn Report and other production rankings consistently. He is one of an elite few directors to be inducted into the Clio TV Hall of Fame and was selected by shots as one of their "100 top creative minds of all time", as well as accredited by campaign magazine to be among the top five directors globally.

## Young Creatives Award

The award recognises young creatives who are just starting in their careers. This year's recipients are Matthew Pullen, Art Director at Ogilvy & Mather Cape Town and Freda Raubenheimer, Art Director at Joe Public. They each received a gold Loerie and a trip to the Cannes Lions International Festival of Creativity.



## Integrated Campaign

As MC Anele Mdoda indicated, this award is for those who can multi-task and successfully marry a cross section of creative channels in a single campaign. The gold Loerie in this instance was presented to Native VML and Nedbank for the Ke Yona campaign

The campaign was based on a nationwide search for undiscovered soccer talent across a myriad of social media platforms, and a 12-part TV series which showed the training and selection of a dream team of unknowns, who took on the mighty Orlando Pirates in the Nedbank Cup.

Facebook media alone garnered more than 2-million impressions (on a budget of just R100,000) and achieved an exceptional engagement rate of 4% (well above the industry average).

Using multiple channels to fuel the buzz, the campaign reached R20 million in earned media of people every week on TV and radio. In addition, it generated a total of R16.5-million in earned media. Paid media alone reached over 7-million people with an effective reach of 84.3%.

## Media Innovation

This special Loeries category focuses on innovative ways of using media. The category was introduced in 2012 and this year three gold Loeries were awarded.

Fox International Channels and Ireland/Davenport for "Fox Crime: Cinema Crime Scene", Coca-Cola South Africa and FCB South Africa for "A rainbow for the Rainbow Nation" and Avis Chauffeur Services and Aqua / Wunderman for "Avis Chauffeur Ride" took the honours.

## And in the end...

The 36th Annual Loerie Awards attracted 2534 entries, which were whittled down to the total of 256 awards - ranging from Grand Prix to craft certificates - dished out over the weekend.

So finally the lights have been switched off, the glad rags packed away and the winners have already put their birds on their respective mantelpieces. The Loeries are over for another year.

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