

Dunlop's Grandtrek Uncharted expedition scoops a Loerie

Issued by [Sumitomo Dunlop](#)

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Dunlop South Africa's innovative [Grandtrek Uncharted](#) expedition and brand campaign, conceptualised by FCB Durban, has continued its winning streak, clinching a Bronze Award at the prestigious annual Loerie Awards held during the 2021 Loeries Creative Week in Cape Town.

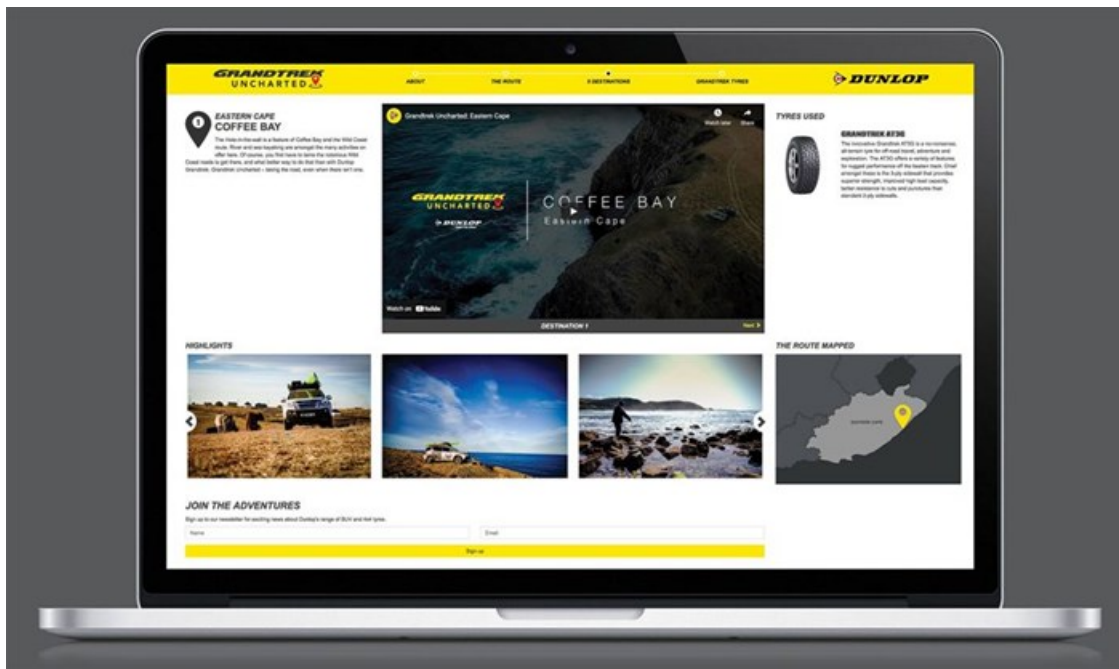


Grandtrek Uncharted was recognised in the Digital category for best use of Applications, Games & Interactive Tools, and the initiative also had finalists in two other categories.

Launched in 2020 as a way of showcasing the proverbial road less travelled, the Grandtrek Uncharted expedition encouraged South Africans to get back out on the roads and safely support the country's tourism landscape after months of lockdown and travel restrictions. It was showcased extensively across Dunlop's digital channels.

The expedition was anchored by the mission of "going places Google hasn't been". In 2020 it spanned all nine provinces, as modern-day explorers Peter van Kets and Jacques Marais sought out uncharted roads far from the beaten track that could be added to Google Street View for the first time, with the aid of a special 360-degree camera.

Dunlop has now launched the Grandtrek Uncharted Phase 2 instalment in 2021, with 10 travel lovers and influencers exploring KwaZulu-Natal and the Western Cape with the same purpose.



Lubin Ozoux, CEO of Sumitomo Rubber South Africa, manufacturer of the Dunlop tyre brand, said, “Winning a Loerie award is the highest accolade for creativity and innovation across our region and we would like to congratulate FCB Durban for the win, as much as it is a feather in our own cap as Dunlop.

“Apart from the significant marketing and brand successes, more importantly this expedition had an important socio-economic at its core, namely to help to boost the tourism sector and encourage South Africans to take the road safely once again.”

Having the confidence to take the road – even when there isn’t one - is what inspired [Grandtrek Uncharted](#), which showcases what is possible when driving with the most comprehensive range of SUV and 4X4 tyres in South Africa, the Dunlop Grandtrek line of no-nonsense, all-terrain tyres for off-road travel, adventure and exploration.

Other awards raked in by the initiative this year include three wins at The Bookmarks, and an impressive five wins at the recent Supersonic New Generation Awards. Dunlop has also been recognised for its [Are We There Yet?](#) podcast, which offers captivating locally inspired audio stories sourced from literacy NGO Book Dash and is available on the Dunlop MyTyres app and other podcast platforms.

The Loeries is the most prestigious creative festival across Africa and the Middle East (AME) and celebrates the crème de le crème of the brand communication industry. The awards are internationally recognised and are the only awards endorsed by the Association for Communication and Advertising (ACA), the Creative Circle (CC), the Brand Council of South Africa (BCSA), the Commercial Producers Association (CPA), IAB South Africa, the Exhibition and Event Association of Southern Africa (EXSA), the South African Institute of Interior Design Professionals (IID), the South African Institute of Architects (SAIA) and the Public Relations Institute of Southern Africa (PRISA).

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Sumitomo Dunlop



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