

# All the radio and audio finalists!

Finalists in the radio and audio categories have been announced for the Loeries 2018...

BRANDED CONTENT RADIO & AUDIO			
Agency / Entrant	Title	Brand	Product
TBWAIRAAD	Highway Gallery	Louvre Abu Dhabi	Louvre Abu Dhabi
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
Ogilvy Cape Town	Soccer Song for Change - Branded Audio Content	AB InBev	Carling Black Label
INTERNET & MOBILE AUDIO COMMERCIALS			
Joe Public	Murray	Voicebank	Joe Public United
Joe Public	Louise	Voicebank	Joe Public United
Joe Public	Mshidi	Voicebank	Joe Public United
Joe Public	Anelle	Voicebank	Joe Public United
King James Group	Desmond & the Tutus - Teenagers	Sanlam	2 Minute Shower Songs
King James Group	Kwesta - Boomshakalaka	Sanlam	2 Minute Shower Songs
King James Group	Rouge - Déjà Vu	Sanlam	2 Minute Shower Songs
King James Group	Goodluck - Taking It Easy	Sanlam	2 Minute Shower Songs
King James Group	Francois Van Coke - Dit Raak Beter	Sanlam	2 Minute Shower Songs
RADIO CRAFTS - DIRECTION			
TBWA Hunt Lascaris Johannesburg	Verwoerd	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Smuts	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Botha	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Date	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Swim	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Festival	Flight Centre Youth & Adventure	Youth & Adventure
MullenLowe	Toenail	Men's Health	Men's Health Magazine
MullenLowe	Chicken	Men's Health	Men's Health Magazine
MullenLowe	Boxers	Men's Health	Men's Health Magazine
MullenLowe	linzipho	Men's Health	Men's Health Magazine
MullenLowe	Nkukhu	Men's Health	Men's Health Magazine
MullenLowe	Isikhindi	Men's Health	Men's Health Magazine
RADIO CRAFTS - ORIGINAL MUSIC & SOUND DESIGN			
TBWA Hunt Lascaris Johannesburg	Verwoerd	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Smuts	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Botha	Apartheid Museum	Apartheid Museum
Havas Johannesburg	Masekela Tribute	Universal Music South Africa	South African Jazz Music
King James Group	Desmond & the Tutus - Teenagers	Sanlam	2 Minute Shower Songs
King James Group	Rouge - Déjà Vu	Sanlam	2 Minute Shower Songs
King James Group	Kwesta - Boomshakalaka	Sanlam	2 Minute Shower Songs
King James Group	Goodluck - Taking It Easy	Sanlam	2 Minute Shower Songs
King James Group	Francois Van Coke - Dit Raak Beter	Sanlam	2 Minute Shower Songs
Ogilvy Johannesburg	1. Soap with other people's hair	AB InBev	Castle Free
Ogilvy Johannesburg	2. Suck the food stain	AB InBev	Castle Free
Ogilvy Johannesburg	3. Stolen urine sample cup	AB InBev	Castle Free
Ogilvy Cape Town	Soccer Song for Change - Craft	AB InBev	Carling Black Label

RADIO CRAFTS - PERFORMANCE			
Ogilvy & Mather Africa	Office email	Nestlé	KitKat
The Odd Number	Babakhe	Brand South Africa	Play Your Part
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
M&C Saatchi Abel	Bing!	Takealot	Takealot
M&C Saatchi Abel	Nice Crowd	Takealot	Takealot
M&C Saatchi Abel	Yo Momma's Door	Takealot	Takealot
RADIO CRAFTS - SA NON-ENGLISH PERFORMANCE			
TBWA Hunt Lascaris Johannesburg	The Holy Skrrr	MTN South Africa	MyMTN Offers
TBWA Hunt Lascaris Johannesburg	Lokshin Poet	MTN South Africa	MyMTN Offers
FCB Johannesburg	Just Another Road Anniversary	Toyota	Hilux
FCB Johannesburg	Just Another Road Lobola	Toyota	Hilux
FCB Johannesburg	Just Another Road Boss Man	Toyota	Hilux
The Odd Number	BVD	Brand South Africa	Play Your Part
RADIO CRAFTS - SA NON-ENGLISH WRITING			
TBWA Hunt Lascaris Johannesburg	The Holy Skrrr	MTN South Africa	MyMTN Offers
FCB Johannesburg	Just Another Road Anniversary	Toyota	Hilux
FCB Johannesburg	Just Another Road Lobola	Toyota	Hilux
FCB Johannesburg	Just Another Road Boss Man	Toyota	Hilux
The Odd Number	BVD	Brand South Africa	Play Your Part
FCB Johannesburg	It's your Country. Enjoy It. "Wine"	South African Tourism	Domestic
Ogilvy Cape Town	Soccer Song for Change - Craft	AB InBev	Carling Black Label
RADIO CRAFTS - WRITING			
TBWA Hunt Lascaris Johannesburg	Date	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Swim	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Festival	Flight Centre Youth & Adventure	Youth & Adventure
Joe Public United	Catch it	Chicken Licken	Brand
Joe Public United	Kiss	Chicken Licken	Rock My Soul 3
Joe Public United	Spike Lee	Chicken Licken	Brand
Ogilvy Johannesburg	1. Make a different friend - the really smart watch guy	AB InBev	Castle Lager
Ogilvy Johannesburg	2. Make a different friend - the no sense of personal space guy	AB InBev	Castle Lager
Ogilvy Johannesburg	3. Make a different friend - the pinkie ring guy	AB InBev	Castle Lager
Ogilvy Johannesburg	3. Stolen urine sample cup	AB InBev	Castle Free
King James Group	Lives of Grace	Sanlam	Sanlam MyChoice funeral plan
M&C Saatchi Abel	Slay Queen Makoti	Windhoek	Windhoek Beer
RADIO STATION COMMERCIALS			
TBWA/RAAD	Morgan Freeman	AWR Arabian Automobiles	Nissan Genuine Parts / Service Center
TBWA/RAAD	Liam Neeson	AWR Arabian Automobiles	Nissan Genuine Parts / Service Center
TBWA/RAAD	Titanic	Nissan	Predictive Forward Collision Warning
TBWA/RAAD	Sister	Kafa	Campaign against domestic violence
TBWA/RAAD	Mother	Kafa	Campaign against domestic violence
Ogilvy & Mather Africa	Office email	Nestlé	KitKat
Grey Advertising Africa (Pty) Ltd	Moore's Law	Duracell	Duracell Batteries
Grey Advertising Africa (Pty) Ltd	Petrol	Duracell	Duracell Batteries
Grey Advertising Africa (Pty) Ltd	Black Mirror	Duracell	Duracell Batteries
The Odd Number	Bachelors	BBC	The World's Deadliest Drivers
TBWA Hunt Lascaris Johannesburg	Verwoerd	Apartheid Museum	Apartheid Museum

TBWA Hunt Lascaris Johannesburg	Smuts	Apartheid Museum	Apartheid Museum
TBWA Hunt Lascaris Johannesburg	Botha	Apartheid Museum	Apartheid Museum
DDB	One-up the Rainbow	Wrigley	Skittles
DDB	Obey the Rainbow	Wrigley	Skittles
King James II	Quiet	Allan Gray	Allan Gray
M&C Saatchi Abel	Hangover	Mr D Food	Mr D Food
King James II	Ready	Allan Gray	Allan Gray
King James II	Not Sexy	Allan Gray	Allan Gray
Ogilvy Cape Town	Disconnected	Volkswagen	App Connect and Safety Systems
TBWA Hunt Lascaris Johannesburg	Date	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Swim	Flight Centre Youth & Adventure	Youth & Adventure
TBWA Hunt Lascaris Johannesburg	Festival	Flight Centre Youth & Adventure	Youth & Adventure
Ogilvy Johannesburg	1. Make a different friend - the really smart watch guy	AB InBev	Castle Lager
Ogilvy Johannesburg	1. Soap with other people's hair	AB InBev	Castle Free
Joe Public United	Catch it	Chicken Licken	Brand
Joe Public United	Spike Lee	Chicken Licken	Brand
Joe Public United	Kiss	Chicken Licken	Brand
Ogilvy Johannesburg	2. Suck the food stain	AB InBev	Castle Free
M&C Saatchi Abel	Bing!	Takealot	Takealot
Ogilvy Johannesburg	2. Make a different friend - the no sense of personal space guy	AB InBev	Castle Lager
Ogilvy Johannesburg	3. Make a different friend - the pinkie ring guy	AB InBev	Castle Lager
Ogilvy Johannesburg	3. Stolen urine sample cup	AB InBev	Castle Free
The Odd Number	Puppycat	Brand South Africa	Play Your Part
The Odd Number	Rockstar	Brand South Africa	Play Your Part
The Odd Number	Babakhe	Brand South Africa	Play Your Part
FCB Johannesburg	It's your Country. Enjoy It. "Tietiesbaai"	South African Tourism	Domestic
M&C Saatchi Abel	Nice Crowd	Takealot	Takealot
M&C Saatchi Abel	Yo Momma's Door	Takealot	Takealot
M&C Saatchi Abel	Mazenkeng	Windhoek	Windhoek Beer
M&C Saatchi Abel	Slay Queen Makoti	Windhoek	Windhoek Beer
M&C Saatchi Abel	Woodchuck	Windhoek	Windhoek Beer
<b>SA NON-ENGLISH RADIO STATION COMMERCIALS</b>			
TBWA Hunt Lascaris Johannesburg	The Holy Skrrr	MTN South Africa	MyMTN Offers
Joe Public United	Danger	Chicken Licken	Rock My Soul 3
Havas Johannesburg	Masekela Tribute	Universal Music South Africa	South African Jazz Music
Joe Public United	O apere eng?	JET	Sleepwear
Joe Public United	Steve Kekana	JET	Affordable Fashion
Joe Public United	Umakoti Ngo Wethu	Centre for Communication Impact	Women empowerment
Joe Public United	Tswang Tswang	Centre for Communication Impact	Women Empowerment
Joe Public United	E mo tshweri	Centre for Communication Impact	Women empowerment
Joe Public United	Makoti Ke Di Nako	Centre for Communication Impact	Women empowerment
Joe Public United	Ungenaphi ebududleni bami?	JET	Jet's plus-size range
Joe Public United	Bomnyakazisa	Centre for Communication Impact	Women empowerment
Joe Public United	Sebetsa	Centre for Communication Impact	Women empowerment
Joe Public United	Lion	Chicken Licken	Rock My Soul 3
FCB Johannesburg	Just Another Road Anniversary	Toyota	Hilux
FCB Johannesburg	Just Another Road Lobola	Toyota	Hilux
FCB Johannesburg	Just Another Road Boss Man	Toyota	Hilux

The Odd Number	BVD	Brand South Africa	Play Your Part
FCB Johannesburg	It's your Country. Enjoy It. "Mine"	South African Tourism	Domestic
Ogilvy Johannesburg	Enkinga	Vodacom	Fibre
M&C Saatchi Abel	Zulu	Takealot	Takealot

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.

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