

Vega students win seven Loeries at Durban Loeries® 2016

Issued by [Vega School](#)

25 Aug 2016

Even teams of Vega School students won Silver and Bronze Loeries during last week's Loeries® Creative Week 2016 held over 15-21 August in Durban.

The seven winning teams were among 19 finalists (both teams and individuals) from Vega School, a brand of The Independent Institute of Education (The IIE), from the Johannesburg, Pretoria, Durban and Cape Town campuses.

Nicky Stanley, Vega National Marketing Manager, says Vega is delighted by the students' accomplishments. "We are thrilled that our hard-working and creative students from four different campuses, who demonstrated such breadth of talent, were awarded at this year's Loeries. Winning seven awards is a massive achievement, especially considering that this year had a bumper number of entries."



The winners this year were of a particularly high standard. These awards are the most prestigious and internationally-recognised standard of creative excellence in the brand communication and advertising industry in Africa and the Middle East. The prestigious Loeries awards conferred are the ultimate measure of success and the benchmark for brand communication in South Africa.

The various categories of the Loeries cover not only traditional advertising, but each touch-point between the brand and the consumer, including digital and interactive through to live events, activations and sponsorships.

The winning students from Vega are studying towards The IIE BA in Creative Brand Communication, specialising in Copywriting, Visual Communications and Multimedia Design, as well as The IIE's Honours in Strategic Brand Communications.

The award-winning Vega School students are as follows:

- From the Cape Town campus, students Guillaume de Villiers (Multimedia Design) and Zinhle Mbatha (Copywriting) won Silver in the Student - Integrated Campaign category, with their 'Do it for Danny' campaign.

- In the Student - Radio Commercials category, Cape Town students Guillaume de Villiers (Multimedia Design), Mogammat Kabir (KB) Jardine (Copywriting) and Simon Sall (Visual Communication) won Silver for their 'Stand for Something' commercial.
- In the Student – Collateral Design category, Durban students Christopher Pitman (Copywriting) and Marc Neilson (Visual Communications) won Silver for their campaign 'The Rainbow Jazz Crate'.
- In the Student – Internet & Mobile Media category, Johannesburg students Helen Aadnesgaard (Copywriting), Shivari Singh (Honours in Strategic Brand Communications) and Stefan Schmid (Multimedia Design) won Silver for their campaign 'Wastenot'.
- In the Student – Publication Design category, Durban student Courtney Weakley (Visual Communications) won Bronze for her entry 'Double Take Durban'.
- In the Student – Internet & Mobile category, Pretoria students Bernard Cloete (Multimedia Design), Dewet Cilliers (Multimedia Design) and Julia Smith (Copywriting) won Bronze for their entry 'Renegades'.
- In the Student – Internet & Mobile category, Johannesburg students Uraisha Naidoo (Copywriting) and Jason Walden (Visual Communications) won Bronze for their campaign 'Jack'.
- In addition to the above, the following Vega School students were finalists at this year's Loeries® 2016: Caitlin Perrett, Marjorie Meijerink, Jason Rodgers, Demi Smith, Nella Addy, Melissa Jordaan, Junior Mokoma, Sasha Magua, James Strauss, Veon Matthews, Brittany Robinson, Ali Bester, Anthony Browne and Jenna Busse.

"We are proud to produce students who are clearly the next generation of innovative and creative brand thinkers and we look forward to seeing what ground-breaking and forward thinking campaigns they produce next," concludes Stanley.

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