

# All the Shared Value and Service Design finalists!

Finalists have been announced in the Loeries' Shared Value category, which is sponsored by Unilever, and in the Service Design category, sponsored by Accenture Interactive.

SHARED VALUE			
Agency / Entrant	Title	Brand	Product
Impact BBDO Dubai	#ShopLess	BRF	Sadia Frozen Foods
Net#work BBDO	Vagina Varsity	SCA	Libresse Pantliners
TBWA\Hunt\Lascaris Johannesburg	Beautiful Pathogens	Goodbye Malaria	Goodbye Malaria
DevCom	The Abashintshi Social Mobilisation Project	Sappi Southern Africa (Pty) Ltd	Social Mobilisation
FOXP2	#OpenEyes	Ster-Kinekor	Ster-Kinekor
The Hardy Boys	Sunlight Saves Water	Unilever South Africa	Sunlight washing powder with new SmartFoam
King James Group	Every 1 Counts	Sanlam	Financial Services
The Content Studio	Nando's Artists Society	Nando's	Nando's Artists Society
FCB Cape Town & Liquorice	#NameThemSaveThem	Distell - Amarula	Amarula
FCB Durban	Racism Stops With Me	Independent Media	Independent Media
The Niche Guys	The Healthy Hands Schools' Program	Unilever	Lifebuoy
The Niche Guys	Cleaner toilets, brighter futures	Unilever	Domestos
The Hardy Boys	The Vaseline Healing Project	Unilever South Africa	Vaseline Petroleum Jelly
Safaricom Limited	M-TIBA	Safaricom	M-TIBA
Free WiFi for Africa NPC t/a Project Isizwe	TshWi-Fi TV: Lights, Camera, Citizenship!	TshWi-Fi TV	TshWi-Fi TV
Ginkgo	Beautiful News	Mercedes Benz	Beautiful News
Jericho Advertising	Zimra Anti Corruption Phase two	Zimra	Revenue Collection
Jericho Advertising	TelOne Public Wifi	TelOne	Public Wifi
SERVICE DESIGN			
Accenture	MMI Corporate & Public Sector: Re-imagining Workplace Living Services: Smart Exits	Momentum	Employee Benefits
Accenture	Clinical Trials Cashless Solution	Standard Bank	Bespoke cashless payment product
BrightRock (Pty) Ltd	BrightRock Owner's Manual	BrightRock	BrightRock Owner's Manual
King James Group	City Of Cape Town Digital Platform	City Of Cape Town	Website
King James Group	Safety Incubator	Santam	Safety Incubator
King James Group	Sanlam Smart Invest	Sanlam investments	Smart Invest

## Loeries' Shared Value and Service Design judges

- **Regional judge: Chrisna Basson**, head of strategy at Weatherman & Co, Windhoek, Namibia
- **Regional judge: Mathieu Plassard**, CCO at Ogilvy & Mather Africa, Nairobi, Kenya
- Cal Bruns, CEO at Matchboxology, Johannesburg, South Africa
- Alan Edgar, ECD at TBWA, Durban, South Africa
- Carol Coetzee, CEO at KZN Films, Durban, South Africa
- Marcel Rossouw, service design lead at Fjord, Johannesburg, South Africa
- Heidi Brauer, CMO at Hollard, Johannesburg, South Africa
- Jerry Mpufane, Group MD at M&C Saatchi Abel, Johannesburg, South Africa
- Ivo Brodnick, technology and innovation partner at Q Division, Cape Town, South Africa
- Tseliso Rangaka, ECD at Ogilvy, Cape Town, South Africa
- Yegs Ramiah, CEO at Sanlam, Cape Town, South Africa

- Tiekie Barnard, CEO at Shift Development, Johannesburg, South Africa



## #LadiesofLoeries: The Namibian perspective with Chrisna Basson

Leigh Andrews 15 Aug 2017



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*Winners will be announced this coming weekend! Loeries Creative Week Durban takes place from 14 to 21 August 2017. Keep an eye on our [Loeries Creative Week Durban special section](#) for all the latest updates.*

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