

Loeries 2019 Dove Public Service Award goes to the Toxic Flag in Lebanon

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The global climate change implications of pollution is big news... and a big deal! Acknowledging this, the Loeries 2019 Dove Public Service Award went to the Waste Management Coalition's 'Toxic Flag' by Impact BBDO. The campaign forced debate in Lebanon on the use of incinerators to alleviate the garbage crisis.



From left to right: Tseliso Rangaka, Loeries Chairperson; Sne Njapha, Senior Assistant Brand Manager for Dove Masterbrand and Skin Cleanse in South Africa; Sarah Berro, Executive Arabic Creative Copywriter at Impact BBDO, Dubai

“Advertising should always make the world a better place,” said Loeries Chairperson, Tseliso Rangaka at the handover of the award on August 24. “We believe that this award, which provides the recognition deserved for outstanding creative work in the charity sector, is an essential part of the Loeries philosophy to recognise, reward, inspire and foster creative excellence across all communications and branding channels.”

“Gone are the days where business is just about revenue,” said Sne Njapha, Senior Assistant Brand Manager for Dove Masterbrand and Skin Cleanse in South Africa.

“The Public Service Award authentically embodies Unilever’s values of being a purpose-led and therefore, future-fit organisation. Driven by our mission to care for people, society and the planet, we believe that the Waste Management Coalition displays these values across their campaign and are most deserving of the accolade.”

The Toxic Flag campaign used a large scale art installation to make a powerful statement about the possibility of building harmful incinerators to tackle the major garbage crisis that has plagued Lebanon for almost half a decade, a plan that would adversely affect the environment, increase pollution drastically and put the lives and well-being of the Lebanese people at risk.

Accepting on behalf of Impact BBDO Dubai, the agency’s Executive Arabic Creative Copywriter and 2019 Loeries judge, Sarah Berro, explained that the campaign sought to make an invisible danger visible to the people of Lebanon.



Inspired by the sculptures of Irish artist John Gerrard, the agency created a Toxic Flag that could be seen from across Beirut – a 35-metre high art installation that spewed black smoke into the sky. While the smoke was non-toxic and environmentally friendly, it gave the people who would be affected by the building of real garbage incinerators a glimpse of their future. This immediately sparked the conversation in Lebanese households about alternate and safer options for garbage disposal.

“Handing over an award of this calibre resonates with Dove because our consumers and societies within which we operate are calling on us to make a change,” said Njapha. “Dove recognises this and therefore why it is important for brands to go beyond just talking about issues, and actually taking action – only brands with purpose can truly achieve this.”

The 2019 Loerie Awards were announced during Creative Week in Durban on 23 and 24 August. The Loeries Africa Middle East is the only creative awards in the region which informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

All the 2019 Loeries winners can be viewed on loeries.com. The Loeries Official Rankings will be announced in October.

About Loeries Africa Middle East

The Loeries, a non-profit company, is Africa and the Middle East’s premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering across the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

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