

## Produce Sound wins LIA Radio & Audio Company of the Year award

At the 2016 London International Awards (LIA), Johannesburg's Produce Sound has won the title Radio & Audio Company of the Year. It took home five gold statues for the KFC 'Man Meals' from Ogilvy Johannesburg. It also worked on DDB South Africa's Skittles spot, which won two bronze awards and Ogilvy's Finalist-recognised Vodacom campaign.

"I think that all these campaigns had great entertainment value to them and exceptional scriptwriting. I am proud to have been part of these campaigns and it is amazing to work with them and come up with treatments and ideas together to make great entertaining spots," comments Louis Enslin, producer and owner of Produce Sound



Operating in an incredibly competitive market, alongside a number of other great audio companies, Enslin credits the company's success on the development and maintenance of relationships and a continued focus on consistency. "Our industry is built on that. I love what I do and I strive to give my best to each job that comes and provide first-class service."

On the current state of the nation's creative industry and the challenges it faces, he says, "With the advent of the 'in-house' production company model that many agencies are adopting, we independents are in real danger of not surviving. There are many great South African creatives who are being snapped up internationally and going on to become global creatives. South African creativity is alive and kicking."

"Nothing was taken for granted in the judging rooms. The jury members were very conscientious when it came to Statue discussions. They visited and revisited each piece of shortlisted work repeatedly. So you can be assured that the Statue winners in the 2016 LIA Awards come from a crop of work that is universally acknowledged as exceptional," stated Barbar Levy, president of LIA.

"Congratulations go out to all of the Statue Winners, but exclusive praise must be set aside for Produce Sound on being awarded the Radio & Audio Company of The Year. The 'Of the Year' companies signify that our winners went above and beyond to produce work that excels in creativity, innovation and execution."

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