

# Cannes Lions Rankings: SA up one position to 13th

By [Danette Breitenbach](#)

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The Cannes Lions rankings have been announced and South Africa is ranked 13th globally - up one place from last year.



Source © Adobo Magazine [Adobo Magazine](#) South Africa is ranked 13th overall in the Cannes Lions rankings

The Lions Creativity Report has been released. The Report is the ultimate global benchmark for impactful creativity and includes the rankings of the most creative businesses and people in the world, based on performance at Cannes Lions.

## Ranking by country

In the country rankings, Ogilvy South Africa (Johannesburg) has moved up six places to the number one agency in the country. VMLY&R Johannesburg is a new entry in second place and Grey has moved into third, up two positions. There are a number of new entries this year. The Odd Number makes an appearance in the country rankings as a new entry as well as in the regional rankings. Joe Public moves down two places to 6th position, but Shift Joe Public is a new entry at 8th position.

| Rank |                     |              |              |           |
|------|---------------------|--------------|--------------|-----------|
| 1    | OGILVY SOUTH AFRICA | Johannesburg | SOUTH AFRICA | 6         |
| 2    | VMLY&R              | Johannesburg | SOUTH AFRICA | New entry |
| 3    | GREY SOUTH AFRICA   | Johannesburg | SOUTH AFRICA | 2         |
| 4    | THE ODD NUMBER      | Johannesburg | SOUTH AFRICA | New entry |
| 5    | FCB JOHANNESBURG    | Johannesburg | SOUTH AFRICA | New entry |
| 6    | JOE PUBLIC UNITED   | Johannesburg | SOUTH AFRICA | -2        |
| 7    | VMLY&R              | Cape Town    | SOUTH AFRICA | New entry |
| 8=   | SHIFT JOE PUBLIC    | Johannesburg | SOUTH AFRICA | New entry |
| 8=   | TBWAHUNTILASCARIS   | Johannesburg | SOUTH AFRICA | -7        |



Cannes Lions 2022: It's a wrap as SA Young Lions win Bronze

27 Jun 2022



## Ranking by region

Ogilvy South Africa is ranked third in the Middle East & Africa region, moving up 16 positions, while VMLY&R Johannesburg is in fifth, moving up seven places. Dubai-based agency Impact BBDO retains its number one spot, while Havas Middle East, a new entry, is ranked second. Grey South Africa, The Odd Number and FCB Johannesburg make up the rest of the South African agencies in the Top 10. Joe Public has lost its number one spot, and now sits at 12th position.

| Rank |                         |              |                      |           |
|------|-------------------------|--------------|----------------------|-----------|
| 1    | IMPACT BBDO             | Dubai        | UNITED ARAB EMIRATES | -         |
| 2    | HAVAS MIDDLE EAST       | Dubai        | UNITED ARAB EMIRATES | New entry |
| 3    | OGILVY SOUTH AFRICA     | Johannesburg | SOUTH AFRICA         | 16        |
| 4    | HORIZON FCB             | Dubai        | UNITED ARAB EMIRATES | New entry |
| 5    | VMLY&R                  | Johannesburg | SOUTH AFRICA         | 7         |
| 6    | GREY SOUTH AFRICA       | Johannesburg | SOUTH AFRICA         | 11        |
| 7    | OGILVY AFRICA           | Nairobi      | KENYA                | New entry |
| 8    | THE ODD NUMBER          | Johannesburg | SOUTH AFRICA         | New entry |
| 9    | TBWAAAD                 | Dubai        | UNITED ARAB EMIRATES | -3        |
| 10   | FCB JOHANNESBURG        | Johannesburg | SOUTH AFRICA         | New entry |
| 11   | VMLY&R COMMERCE         | Dubai        | UNITED ARAB EMIRATES | New entry |
| 12   | JOE PUBLIC UNITED       | Johannesburg | SOUTH AFRICA         | 1         |
| 13   | PUBLICIS MIDDLE EAST    | Dubai        | UNITED ARAB EMIRATES | New entry |
| 14   | VMLY&R                  | Cape Town    | SOUTH AFRICA         | -2        |
| 15   | KEKO FZ-LLC             | Dubai        | UNITED ARAB EMIRATES | New entry |
| 16=  | LEO BURNETT             | Beirut       | LEBANON              | -11       |
| 16=  | WUNDERMAN THOMPSON      | Riyadh       | SAUDI ARABIA         | New entry |
| 18=  | CIRCUS!                 | Moka         | MAURITIUS            | New entry |
| 18=  | LEO BURNETT             | Riyadh       | SAUDI ARABIA         | -13       |
| 18=  | SAATCHI & SAATCHI DUBAI | Dubai        | UNITED ARAB EMIRATES | New entry |
| 18=  | SERVCEPLAN MIDDLE EAST  | Dubai        | UNITED ARAB EMIRATES | New entry |
| 18=  | WUNDERMAN THOMPSON      | Dubai        | UNITED ARAB EMIRATES | New entry |



## Final Cannes Lions 2022 Awards

25 Jun 2022



## Gobal rankings

South Africa has moved one position up into the 13th position.

| Rank |                      |    |
|------|----------------------|----|
| 1    | USA                  | -  |
| 2    | UNITED KINGDOM       | -  |
| 3    | BRAZIL               | -  |
| 4    | FRANCE               | -  |
| 5    | INDIA                | 5  |
| 6    | GERMANY              | -  |
| 7    | CANADA               | -2 |
| 8    | SPAIN                | -  |
| 9    | ITALY                | -2 |
| 10   | UNITED ARAB EMIRATES | 1  |
| 11=  | AUSTRALIA            | -3 |
| 11=  | BELGIUM              | 6  |
| 11=  | SWEDEN               | -2 |
| 12   | ARGENTINA            | 3  |
| 13   | SOUTH AFRICA         | 1  |

|     |                 |           |
|-----|-----------------|-----------|
| 14  | JAPAN           | -1        |
| 15  | MEXICO          | -         |
| 16= | DENMARK         | 1         |
| 16= | NEW ZEALAND     | -1        |
| 16= | PERU            | 2         |
| 17= | HONDURAS        | New entry |
| 17= | PORTUGAL        | 6         |
| 17= | THE NETHERLANDS | 2         |
| 18  | COLOMBIA        | -6        |
| 19  | THAILAND        | -2        |
| 20= | CHILE           | 3         |
| 20= | CHINA           | -         |
| 20= | IRELAND         | -2        |
| 21= | HONG KONG       | -1        |
| 21= | POLAND          | 1         |
| 21= | UKRAINE         | 2         |
| 22= | AUSTRIA         | New entry |
| 22= | ICELAND         | New entry |
| 22= | NORWAY          | -1        |
| 22= | PUERTO RICO     | New entry |
| 22= | SINGAPORE       | -5        |
| 23= | BANGLADESH      | -1        |
| 23= | MALAYSIA        | -2        |
| 23= | ROMANIA         | -10       |
| 23= | SOUTH KOREA     | -1        |
| 23= | TURKEY          | -5        |
| 24= | BOLIVIA         | New entry |
| 24= | CZECH REPUBLIC  | -5        |
| 24= | EL SALVADOR     | New entry |
| 24= | ESTONIA         | New entry |
| 24= | GREECE          | -1        |
| 24= | KENYA           | New entry |
| 24= | LATVIA          | -8        |
| 24= | THE PHILIPPINES | -2        |
| 24= | VIETNAM         | New entry |

Access all the rankings [here](#).

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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