

# Sugar The Agency cracks it as a finalist at the Prague International Advertising Festival Awards Ceremony

Issued by [Sugar The Agency](#)

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[Sugar The Agency](#), a Durban-based agency with a satellite office in Johannesburg, was contacted by the committee of the Prague International Advertising Festival (PIAF) to submit their XPANDA '8 o clock movie" TV commercial into the category of 'Storytelling through TV' for the awards at the PIAF.



The Prague International Advertising Festival Awards is an extremely prestigious event. Attendees and judges at the event boast some of the biggest names in the advertising industry worldwide.

Needless to say, the agency was rather chuffed this week to hear that thier commercial had been shortlisted as a finalist!

Well done to the entire team. Let's hope they bring back a BIRD!

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