

Grid in the driving seat of design, branding

Hot on the heels of being named 'Design Agency of the Year' at *AdReview* last month, multi-awarding winning branding and design agency Grid scooped Branding and Design Agency of the Year at the *Financial Mail AdFocus* Awards earlier this week.

In the past year, Grid has experienced considerable success in terms of growth, having won a number of new high profile accounts including Virgin Mobile, South African Tourism, City of Johannesburg, Peter Stuyvesant, BHP Billiton and most recently Proudly South African and Airports Company South Africa.

The critical success of its campaigns won hands down with *AdFocus* judges and its trophy haul at last year's Loeries most certainly didn't go unnoticed. It picked up a Grand Prix, the industry's highest accolade, as well as Gold and Silver for work on Virgin Mobile. All in all, the agency had an incredible 25 finalists.

Ashantha Armogam, MD of Grid, says, "This is an incredible accolade and makes this a complete double whammy for us, this year, in terms of winning awards. This has put us in the driving seat of producing cutting-edge creative work. 2006 has been a stellar year for us and our clients.

CEO and founder Nathan Reddy, who recently returned from New York where he sat on the One Show Awards jury, adds, "This is only the start for us – we are a newly independent agency and our growth and performance has surpassed anything we imagined. Grid is experiencing very exciting times in a very dynamic country, these awards reflect that and we want to carry on making great things happen for great brands."

This dynamic duo are already hatching plans to extend Grid's offering to include a strategic consultancy and a lifestyle concept for new and existing clients.