

Loeries top 10 brands, agencies

The organisers say it has been a successful year for the Loeries, with the second largest number of entries received since 2008 - over 3,000 entry submissions from across Africa and the Middle East.



The Loerie Awards "represent the gold standard for advertising in the country," says Charl Bassil, general manager of Carling Black Label at South African Breweries, the number one ranked brand this year. "We have never doubted the powerful nexus between creativity in advertising and sales success," continues Charl Bassil.

The same sentiments are shared by Pepe Marais, executive creative director of Joe Public, who are positioned second in the agency rankings. "Creativity is the only way towards delivering solutions that offers real return on investment. For this reason, more and more clients are looking for agencies that deliver big creative solutions."

This is the third year that the Loeries Official Rankings have been published, offering a transparent oversight of the awards as well as promoting creativity and innovation as primary business tools in the brand communication industry. "Creativity not only attracts the best talent in the marketing industry, but also exposes our brand to a younger and more progressive target market - our future customers," says Claudia Mende, marketing communication manager at Mercedes-Benz - the second ranked brand.

Robbie Brozin, co-founder of number three ranked brand, Nando's South Africa, and the Loeries 2012 Marketing Leadership Award recipient, says to be acknowledged by the Loeries is a "great justification that our strategies and business ethos is breaking through. We believe that there is a creative solution to any situation, which often provides more fun and relevancy. Creativity is the lifeblood of our business, our brand and our lives."

TOP TEN BRANDS	
1	South African Breweries
2	Mercedes-Benz
3	Nando's South Africa
4	McDonald's
5	Kraft Foods

6	Volkswagen
7	Santam
8	OFM
9	Marmite
10	Land Rover

TOP TEN AGENCIES	
1	Ogilvy Cape Town
2	Joe Public
3	Net#Work BBDO
4	Ogilvy Johannesburg
5	Black River FC
6	King James
7	DDB South Africa
8	FoxP2
9	Machine
10	TBWA\Hunt\Lascais Johannesburg

The leading creative agency is Ogilvy Cape Town with a total of 31 Loeries. Chris Gotz, Executive Creative Director of Ogilvy Cape Town comments, "It is especially rewarding for us because the work that got us here was across print, TV, digital, PR, radio, live events, sponsorship and integrated campaigns. We also won on all of our major clients, and that's what represents true success and excellence for us."

One of Ogilvy Cape Town's clients is South African Breweries, and with agency and client both ranking in first place, Chris Gotz says that they are happy to be true to their philosophy of producing "great work that works great." It is this ideal that keeps SAB "delighted to see the campaigns from the past 12 months so emphatically validated by the Loeries," says Charl Bassil.

Pepe Marais attributes Joe Public's success to "a growth strategy put in place five years ago. This strategy was based on an ongoing improvement of our creative product. We are delighted that our efforts have paid off and we are extremely grateful to our clients for allowing us to do the work that we believe in."

Claudia Mende, encourages brands to embrace innovation, "Creative and innovative messaging creates much better awareness, and coupled with social media, can be the recipe for continued consumer appreciation and business success."

Full rankings, including the Rest of Africa and the Middle East, production companies and individual credits will be published shortly.

A comprehensive explanation of how the rankings are calculated can be found on the Loeries website www.theloerieawards.co.za.

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