

Ogilvy Africa and DSTV win gold in Angola

Ogilvy Africa's Angolan arm, Movimento, won a gold trophy at the Festival de Publicidade Acacia de Ouro in Luanda, Angola for a DSTv commercial, Airsteward, produced for the 'Get Used To Choice' campaign.

The Festival de Publicidade Acacia de Ouro is organized by Televisão Comercial de Angola (TVC), the commercial subsidiary of the state owned Televisão Pública de Angola (TPA). The festival, on its eighth edition, awards the best TV commercials produced and exhibited each year in Angola. It aims to contribute to ensuring a better quality of TV advertising created and produced by national agencies in Angola. Therefore, one of the categories is reserved for the best foreign adapted commercial. The DSTv commercial competed in this category.

The DSTv commercial was one of the two entrants to win gold, among 52 submitted by twelve agencies competing. The jury of seven was headed by Mozambique's Golo Publicidade agency's creative director Thiago Fonseca.

"Campaigns developed in South Africa for Africa in different languages are still communicated effectively and loved sufficiently enough to be awarded a gold in the Festival de Publicidade Acacia de Ouro," says Guy Dennison, Business Group Director at Ogilvy Africa.

It is the second time that DSTv has won a prize in the TVC publicity festival.

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