

Loeries introduces Creativity Points ranking

This year, the Loerie Awards have implemented the Creative Circle's Creativity Points ranking to determine the value of the medals handed out. With these rankings, on Saturday night Ogilvy South Africa (Johannesburg) comes out on top with 3050 points.

In joint second place are FoxP2 from Cape Town and Joe Public South Africa, from Johannesburg, each with 1550 points. King James, from Cape Town, came in at third place with 1100 points.

The Creative Circle points allocated to each award are:

- Grand Prix = 600
- Gold = 350
- Craft Gold = 350
- Silver = 100
- Craft Certificate = 100 (the Craft Certificate is new in 2008 and is not officially ranked by the Creative Circle)
- Bronze = 50

However, unlike the Creative Circle ranking, the Loeries does not combine points from the same agency groups. All agencies are listed as they entered their work. If agencies have entered from more than one office, the offices are distinguished by the 'office' column.

Statue ranking - Saturday night winners

Agency	City	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
Ogilvy South Africa	Johannesburg		1	7	10	4	1	3050
FOXP2	Cape Town		3	1	1	1		1550
Joe Public South Africa	Johannesburg		3	3	2		1	1550
King James	Cape Town		2	2	4			1100
Net#Work BBDO	Johannesburg		1	2	3		2	900
Am I Collective	Cape Town	1						600
Ogilvy South Africa	Cape Town			5	2			600
Trigger Communication	Johannesburg	1						600
Lowe Bull	Johannesburg			1	2	1		550
The Jupiter Drawing Room (South Africa)	Cape Town			1	5		1	450
Drafftcb	Johannesburg			3	2			400
GAPP Architects and Urban Designers	Johannesburg		1					350
The Jupiter Drawing Room (South Africa)	Johannesburg			1	2		1	300
Cross Colours	Johannesburg			2	1			250
DDB South Africa	Johannesburg			1	3			250

TBWA\Hunt\Lascharis	Johannesburg				3		1	250
2Buffels Melkery	Pretoria			1	2			200
Ireland/Davenport	Johannesburg			1	2			200
Coley Porter Bell	Cape Town			1	1			150
Euro RSCG South Africa	Johannesburg			1	1			150
Lowe Bull	Cape Town				3			150

Note: David Prior Photography was awarded a Craft Gold. The agency was Lowe Bull Johannesburg and these points have been credited to them in the above table.

For more:

- Official Loeries website: www.theloerieawards.co.za
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- Editorial: [Ogilvy - overall Loeries winner](#)
- Editorial: [Show a little respect!](#)
- Editorial: [What happens in Margate, shouldn't just stay in Margate](#)
- Editor's column: [\[No Comment\] Red streamers, white confetti - we got the Loeries covered!](#)
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- Editorial: [Loeries heading for Cape Town?](#)
- Breaking news blog: [\[Loeries\] Try harder, Avis](#)
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- Editorial: [A sneak peek at the Velocity pool party](#)
- Article: [Saturday night Loeries winners](#)
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- Editorial: [Loeries introduces Creativity Points ranking](#)
- Article: [Fun in the sun at Loeries 2008](#)
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- Entertainment blog: [Confetti crazy at Ma'Gate](#)
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