

Ogilvy - overall Loeries winner

The Ogilvy South Africa group is definitely still celebrating today, the morning after the 30th annual Loeries festival weekend. Its exceptional performance at the 2008 Loerie Awards resulted in the group's agencies garnering a total of 47 awards, including two Golds, four Gold Craft Certificates, 16 Silvers, 24 Bronze Loeries and 34 honours for campaign elements. Not only that, VW SA group sales and marketing director Mike Glendinning won the Loeries Marketing Excellence and Innovation award, which is the second consecutive year this award has been bestowed on an Ogilvy client.

The VW group has been an Ogilvy client for close to 30 years, splitting the business between the Johannesburg agency which handles the Audi brand, and Volkswagen which is run out of Cape Town.

"The foundation of our relationship with the VW group is based on a combination of trust, relevance, chemistry and a mutual desire to liberate brands. We congratulate Mike on this great achievement which is testimony to his commitment to the brands within the VW stable," says Ogilvy SA CEO Nunu Ntshingila.

The Loerie wins follow what has been an exceptional year to date for the group, including significant new business gains, taking a clean sweep of the Apex awards and four Roger Garlick awards. The Ogilvy group enjoyed noteworthy accolades *Finweek's* Ad Review awards, including diversified agency network of year, awards for the Big Idea for Coke Brrrr, Ogilvy Durban's selection as Agency of the Year, and the Baobab Award which recognises outstanding long-term relationships with clients.

Top honours for Ogilvy Johannesburg

Ogilvy Johannesburg took top honours as the leading individual agency, garnering 3850 points.

Says Ogilvy chief creative officer, Gerry Human, "This year's Loerie results are testimony to the three-fold combination of the exceptional depth of talent within our people, our access to world-class brands within the group's client base and the relationships we enjoy with our clients, who encourage us to liberate their brands every day."

Ogilvy's Gold Loeries were both awarded to Audi campaigns - to the Cape Town office in the experiential category for the Audi A5 Microsite and in the Print Advertising (Newspaper) category for the Audi S5 "Frame by Frame" campaign, developed by Ogilvy Johannesburg. Four Craft Golds were awarded in the Print Crafts category - for DStv's "Serial Killers" campaign in the Writing for Advertising category; M-Net's Channel O "Tree" advertisement in the Typography category; for Photography in the Patleys/Tabasco "Exploding Food" series and for Art Direction for the Greenpeace "Save our Seas" campaign.

Silver Loeries

Silver Loeries were awarded for Audi SA's "Stopping Power" in the Online Advertising category, DStv's "Serial Killers" for Print Advertising (Magazines) and for Exclusive Books in the Communication Design and Experiential categories. It also took six Silvers for Advertising in the Outdoor and Ambient categories for a broad range of clients namely Viagra, Tabasco, VW TDi, VW Touareg, Greenpeace and the WWF.

Additional Silvers were awarded for M-Net in the Alternative Media and Field Marketing categories, the National Sea Rescue Institute for Print Advertising (Magazine), UNICEF for its Toon Mouse, Toon Dog and Toon Bunny series of radio commercials and for VW's GTi and Golf R32 for TV and Cinema Commercials and Print Advertising (Newspaper) respectively.

In addition, the group garnered bronze Loeries across a broad range of categories and clients including Audi SA, Avis, DStv, Exclusive Books, Harley Davidson, Volkswagen South Africa, Patleys, Map Studio, UNICEF, the World Wildlife Fund

for Nature and Car Magazine.

Ntshingila says that this year's accomplishments truly demonstrate the strength of the Ogilvy's focus as a leading creative force. "The collective success of the individual agencies within the group further demonstrates the strength of our performance as the leading full-service communications network in South Africa."

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