

Net#work out punches its weight

Only three agencies dominated the Loeries this year, but it was the 'David' among the two 'Goliaths' that walked off with the only Grand Prix to be dished out in the television and cinema category. Overall, medium sized agency Net#work BBDO achieved the second largest number of awards across the broadest spectrum of clients (over 75%) and media disciplines. The agency also won significantly more awards to its revenue ratio and size than any of its competitors.

According to MD Abdulla Miya, "We may be dwarfed by the other two agency giants in billings and number of clients, but for us it's always been about focus and quality."

The Grand Prix for Virgin Atlantic television commercial 'Love Story' is the cherry on a long line of awards over the past year. It was the biggest TV winner across all local and international awards, which included the only SA film winner at Cannes and Creative Circle Ad of the Year.

Executive Creative Director Julian Watt said: "What's key is that Net#work is recognised and awarded in many different media disciplines. Sure, the '30 second ad' still gets saved 'til last and we're chuffed to get the Loerie Grand Prix in TV, but it's the truly original, different stuff like a ghost powered Supermarket trolley that is going to take advertising forward."

This win of one Grand Prix (out of only three in total), five golds, 22 silvers and 32 bronzes is nearly double the amount of awards the agency scooped last year that placed it at the top of the creative ranking in 2004.

Watt continues: "At the end of the day, it is all about effectiveness for our clients and without that, awards are nothing. Great creative work is the only way to achieve effective advertising."