

Seven South African entries on shortlist for the 2018 Epica Awards

Epica has announced its preselected entries for the 2018 competition with seven South African entries making the cut.



© Epica Awards Facebook

Founded in 1987, Epica is the only creative prize awarded by journalists working for marketing and communications magazines around the world.



Mark Tutssel first recipient of Creative Leaders Tribute

18 Oct 2018



There are 738 entries preselected in total this year. These finalists will go through to the grand jury, which will be held in Amsterdam, Netherlands, 12–15 November 2018.

South Africa has seven shortlisted entries:

- FoxP2 for National Geographic with "Life Beyond the Logo" in Media.
- King James Group for Sanlam with "2-Minute Shower Songs" in Public Interest - Environment
- M&C Saatchi Abel for Nando's with "#rightmyname" in Media Innovation - Traditional Media
- TBWA Hunt Lascaris Johannesburg for Joburg Ballet with "Breaking Ballet" in Branded Content - Film/series
- TBWA Hunt Lascaris Johannesburg for Joburg Ballet with "Breaking Ballet" in Recreation & Leisure
- TBWA Hunt Lascaris Johannesburg for Joburg Ballet with "Breaking Ballet" in Topical & real-time
- VML and Y&R for Cipla with "Bronki Booster" in Health & Beauty

Highest number of entries from Germany

This year Epica received 4,020 entries from 69 countries, a 20% increase on the previous year despite difficult market conditions. This was driven by the return of the Publicis Groupe networks, plus an enthusiastic response from Germany and Latin America.

Indeed, the highest number of entries came from Germany, followed by the United States and France. New countries this year included Iran and Morocco. In terms of networks, BBDO and McCann Worldgroup were particularly well represented.



Epica announces jury president, new grands prix, categories, ad campaign

22 Jun 2018



The rest of the shortlisted entries can be viewed [here](#). For more info on the Epica Awards, click [here](#).

Disclaimer: Bizcommunity's [Leigh Andrews](#) was part of this year's online judging panel. Note that the judges of the Epica Awards don't see the entries from their own country.

For more, visit: <https://www.bizcommunity.com>