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 **OFFICIAL  
RANKINGS**

LOERIES AFRICA MIDDLE EAST



**Since 2010, the Loeries Official Rankings offer a comprehensive overview of the annual performance across the brand communications industry throughout Africa and the Middle East.**

The rankings list the Top Brands and Agencies, as well as specialist focus areas, and individual performance in key areas.

At the back of this publication, information is provided on how the rankings are calculated.

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## INTRODUCTION

The Loeries Official Rankings are a useful and independent measure of who's doing what across Africa and the Middle East.

From 2018, the Loeries are including points for finalists in its Official Rankings across Africa and the Middle East. In the past, the Loeries only awarded points for Bronze awards and above. The reason for this change is that around 20 countries enter the Loeries and the spread of results is large. Some brands and agencies walk away with several awards, while others manage one or two finalists. By including finalists in our analysis, we are able to drill deeper for a better representation of performance across the whole region.

However, in order to prevent a domination of the Rankings with Finalists, these points are capped at a maximum of 30 Finalists – equivalent to 3 Bronze awards.

The results of this approach is evident in the 2018 Loerie rankings. In general, we have been able to publish longer rankings across all categories, thereby providing more information on the performance of the industry across the region.

This change is especially positive for small agencies and countries just beginning to improve their creative output. On the lower end, we are now be able to distinguish regions, countries and agencies through finalists, while on the upper end the Grands Prix and Golds make the difference.

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## COMPANY CREDITS

05

OFFICIAL RANKINGS 2018

NOTE: FOR ALL COMPANY / AGENCY TABLES, THE NUMBER IN (PARENTHESES) NEXT TO THE NAME INDICATES THE 2017 RANKING.

### TABLE A1: OVERALL RANKING BY BRAND 2018

RANK BRAND

**01** SANLAM <sup>(5)</sup>

**02** CHICKEN LICKEN

**03** KIMBERLY-CLARK

**04** NANDO'S <sup>(12)</sup>

**05** LA LIBANAISE DES JEUX <sup>(8)</sup>

**06** JOBURG BALLET

**07** AB INBEV

**08** LANDMARK GROUP <sup>(6)</sup>

**09** TOYOTA

**10** LOUVRE ABU DHABI

**11** FEAR AND FANTASY FESTIVAL

**12** FLIGHT CENTRE <sup>(2)</sup>

**13** UNILEVER

**14** PERNOD RICARD SOUTH AFRICA

**15** GREATSTOCK

**16** NEDBANK

**17** NISSAN <sup>(9)</sup>

**18** TIGER BRANDS

**19** EXPLORERS CLUB

**19** M-AGRICULTURE

**21** MTN

**22** ALLAN GRAY

**23** POWA

**24** DISTELL

**25** MERCEDES-BENZ

## TABLE A2A: OVERALL RANKING BY AGENCY – AFRICA & THE MIDDLE EAST 2018

RANK AGENCY

**01** JOE PUBLIC UNITED <sup>(16)</sup>

**02** IMPACT BBDO DUBAI <sup>(1)</sup>

**03** KING JAMES GROUP <sup>(7)</sup>

**04** TBWA HUNT LASCARIS JOHANNESBURG <sup>(3)</sup>

**05** M&C SAATCHI ABEL

**06** OGILVY JOHANNESBURG <sup>(2)</sup>

**07** TBWA\RAAD <sup>(9)</sup>

**08** OGILVY CAPE TOWN <sup>(15)</sup>

**09** FCB JOHANNESBURG

**10** TBWA\ISTANBUL

**11** VML SOUTH AFRICA <sup>(4)</sup>

**12** KING JAMES II

**13** GRID WORLDWIDE <sup>(5)</sup>

**14** NET#WORK BBDO <sup>(11)</sup>

**15** SCANAD

**16** DIGITAS LIQUORICE

**17** UTOPIA

**18** MEOW MEOW WOOF

**19** OGILVY & MATHER AFRICA <sup>(17)</sup>

**20** HORIZON FCB DUBAI

**21** FOXP2 <sup>(14)</sup>

**22** DUKE

**23** SUNSHINEGUN

**24** FCB DURBAN

**25** NORTH VCA

**26** LEO BURNETT ISRAEL

**27** ACCENTURE

**28** SENSOR NETWORKS

**29** THE ODD NUMBER

**30** J. WALTER THOMPSON KSA <sup>(11)</sup>

**Note:** The OVERALL ranking includes agencies from across the region – Africa and the Middle East – as well as international agencies that produced work to be flighted within the region.

## TABLE A2b: RANKING BY REGIONAL AGENCY GROUP 2018

RANK AGENCY

- 01** TBWA<sup>(2)</sup>
- 02** OGIIVY EMEA<sup>(3)</sup>
- 03** JOE PUBLIC UNITED<sup>(9)</sup>
- 04** BBDO MEA<sup>(1)</sup>
- 05** KING JAMES GROUP<sup>(7)</sup>
- 06** FCB MEA<sup>(8)</sup>
- 07** M&C SAATCHI
- 08** VML<sup>(6)</sup>
- 09** WPP SCANGROUP
- 10** PUBLICIS
- 11** J. WALTER THOMPSON MEA<sup>(5)</sup>
- 12** DENTSU AEGIS NETWORK
- 13** LEO BURNETT
- 14** WUNDERMAN
- 15** GREY
- 16** MCCANN WORLDGROUP
- 17** HAVAS
- 17** Y&R MEA<sup>(4)</sup>
- 19** DDB<sup>(10)</sup>
- 19** MULLENLOWE

**Note:** The Regional Agency Group ranking is for the group networks across Africa and the Middle East.

## TABLE A2c: RANKING BY AGENCY – SOUTH AFRICA 2018

RANK AGENCY

- 01** JOE PUBLIC UNITED <sup>(11)</sup>
- 02** KING JAMES GROUP <sup>(5)</sup>
- 03** TBWA HUNT LASCARIS JOHANNESBURG <sup>(2)</sup>
- 04** M&C SAATCHI ABEL <sup>(17)</sup>
- 05** OGILVY JOHANNESBURG <sup>(1)</sup>
- 06** OGILVY CAPE TOWN <sup>(10)</sup>
- 07** FCB JOHANNESBURG <sup>(20)</sup>
- 08** VML SOUTH AFRICA <sup>(3)</sup>
- 09** KING JAMES II
- 10** GRID WORLDWIDE <sup>(4)</sup>
- 11** NET#WORK BBDO <sup>(7)</sup>
- 12** DIGITAS LIQUORICE
- 13** UTOPIA
- 14** MEOW MEOW WOOF
- 15** FOXP2 <sup>(9)</sup>
- 16** DUKE
- 17** SUNSHINEGUN
- 18** FCB DURBAN
- 19** NORTH VCA
- 20** ACCENTURE
- 21** SENSOR NETWORKS
- 22** THE ODD NUMBER <sup>(12)</sup>
- 23** BAIN & BUNKELL
- 24** WOOLWORTHS AGENCY
- 25** CULLINAN
- 26** FCB CAPE TOWN
- 27** T+W
- 28** BITTERSUITE - CAPE TOWN
- 29** GREY JOHANNESBURG <sup>(13)</sup>
- 30** HALDANE MARTIN ICONIC DESIGN
- 30** WUNDERMAN

**Note:** Country ranking is based on the registered address of the agency, not where the work is flighted. For example, an agency in the South Africa table may have produced work flighted anywhere in the region but the agency remains in the South Africa table.



## TABLE A2d: RANKING BY AGENCY - REGION EXCLUDING SOUTH AFRICA 2018

RANK AGENCY

<b>01</b>	<b>IMPACT BBDO DUBAI</b> <sup>(1)</sup> UNITED ARAB EMIRATES
<b>02</b>	<b>TBWA\RAAD</b> <sup>(3)</sup> UNITED ARAB EMIRATES
<b>03</b>	<b>TBWA\ISTANBUL</b> TURKEY
<b>04</b>	<b>SCANAD</b> <sup>(14)</sup> KENYA
<b>05</b>	<b>HORIZON FCB DUBAI</b> UNITED ARAB EMIRATES
<b>05</b>	<b>OGILVY &amp; MATHER AFRICA</b> <sup>(6)</sup> KENYA
<b>07</b>	<b>LEO BURNETT ISRAEL</b> <sup>(7)</sup> ISRAEL
<b>08</b>	<b>J. WALTER THOMPSON KSA</b> <sup>(5)</sup> SAUDI ARABIA
<b>09</b>	<b>J. WALTER THOMPSON BEIRUT</b> LEBANON
<b>10</b>	<b>ADVANTAGE Y&amp;R</b> <sup>(11)</sup> NAMIBIA
<b>11</b>	<b>UP IN THE SKY</b> NIGERIA
<b>12</b>	<b>CREATIVE Y&amp;R</b> <sup>(9)</sup> KENYA
<b>13</b>	<b>ISOBAR KENYA</b> KENYA
<b>14</b>	<b>ADRENALIN ADVERTISING</b> ZIMBABWE
<b>14</b>	<b>BORN ANGOLA</b> ANGOLA
<b>14</b>	<b>DATCITIZEN CREATIVE GROUP</b> ZIMBABWE
<b>14</b>	<b>M&amp;C SAATCHI TEL AVIV</b> ISRAEL
<b>14</b>	<b>RIGHT HERE</b> KENYA

**Note:** Country ranking is based on the registered address of the agency, not where the work is flighted.

## TABLE A3: OVERALL RANKING BY AGENCY SIZE 2018 LARGE (85 OR MORE EMPLOYEES)

RANK AGENCY

**01** JOE PUBLIC UNITED <sup>(10)</sup>

**02** IMPACT BBDO DUBAI <sup>(11)</sup>

**03** KING JAMES GROUP <sup>(5)</sup>

**04** TBWA HUNT LASCARIS JOHANNESBURG <sup>(3)</sup>

**05** M&C SAATCHI ABEL

**06** OGILVY JOHANNESBURG <sup>(2)</sup>

**07** TBWA\RAAD <sup>(7)</sup>

**08** OGILVY CAPE TOWN <sup>(9)</sup>

**09** FCB JOHANNESBURG

**10** TBWA\ISTANBUL

**11** VML SOUTH AFRICA

**12** SCANAD

**13** DIGITAS LIQUORICE

**14** OGILVY & MATHER AFRICA

**15** J. WALTER THOMPSON KSA <sup>(8)</sup>

## TABLE A3: OVERALL RANKING BY AGENCY SIZE 2018 MEDIUM (25 - 84 EMPLOYEES)

RANK AGENCY

**01** KING JAMES II

**02** GRID WORLDWIDE

**03** NET#WORK BBDO <sup>(3)</sup>

**04** HORIZON FCB DUBAI

**05** FOXP2

**06** SUNSHINEGUN

**07** LEO BURNETT ISRAEL <sup>(6)</sup>

**08** ACCENTURE

**09** SENSOR NETWORKS

**10** GREY JOHANNESBURG <sup>(5)</sup>

**11** MCCANN WORLDGROUP SOUTH AFRICA

**12** J. WALTER THOMPSON SOUTH AFRICA <sup>(8)</sup>

**13** HAVAS JOHANNESBURG

**14** PROMISE

**15** BLACK RIVER FC

## TABLE A3: OVERALL RANKING BY AGENCY SIZE 2018 SMALL (1 - 24 EMPLOYEES)

RANK AGENCY

- 01** UTOPIA
- 02** MEOW MEOW WOOF
- 03** DUKE
- 04** FCB DURBAN
- 05** NORTH VCA
- 06** THE ODD NUMBER <sup>(3)</sup>
- 07** BAIN & BUNKELL
- 08** CULLINAN
- 09** THACKWELL & WHITTAKER
- 10** BITTERSUITE - CAPE TOWN
- 11** HALDANE MARTIN ICONIC DESIGN
- 12** GLEN21 ENTERTAINMENT
- 13** XFACTA
- 14** TWO.AM AGENCY
- 15** THE JUPITER DRAWING ROOM CT

## TABLE A4: TOP EDUCATIONAL INSTITUTIONS 2018

RANK EDUCATIONAL INSTITUTION

- 01** AAA SCHOOL OF ADVERTISING <sup>(3)</sup>
- 02** THE OPEN WINDOW <sup>(2)</sup>
- 03** VEGA <sup>(1)</sup>
- 04** NORTH-WEST UNIVERSITY <sup>(7)</sup>
- 05** UNIVERSITY OF JOHANNESBURG
- 06** STELLENBOSCH ACADEMY OF DESIGN AND PHOTOGRAPHY <sup>(4)</sup>
- 07** RED AND YELLOW CREATIVE SCHOOL OF BUSINESS <sup>(5)</sup>
- 08** 02 ACADEMY LAGOS

**Note:** Compiled using only the Student category.

## TABLE A5: COMMUNICATION DESIGN 2018

RANK AGENCY

- 01** TBWA\ISTANBUL
- 02** TBWA HUNT LASCARIS JOHANNESBURG <sup>(3)</sup>
- 03** M&C SAATCHI ABEL
- 04** IMPACT BBDO DUBAI <sup>(2)</sup>
- 05** UTOPIA
- 06** GRID WORLDWIDE <sup>(1)</sup>
- 07** SUNSHINEGUN
- 08** NORTH VCA
- 09** WOOLWORTHS AGENCY
- 09** FCB JOHANNESBURG
- 11** BITTERSUITE - CAPE TOWN
- 12** OGILVY CAPE TOWN
- 13** HALDANE MARTIN ICONIC DESIGN
- 14** XFACTA
- 15** PROMISE
- 15** RMB

**Note:** Compiled using only the Communication Design category.

## TABLE A6: DIGITAL AND INTERACTIVE COMMUNICATION 2018

RANK AGENCY

- 01** KING JAMES GROUP <sup>(4)</sup>
- 02** OGILVY JOHANNESBURG <sup>(1)</sup>
- 03** IMPACT BBDO DUBAI <sup>(2)</sup>
- 04** TBWA HUNT LASCARIS JOHANNESBURG
- 05** VML SOUTH AFRICA <sup>(3)</sup>
- 06** M&C SAATCHI ABEL
- 07** TBWA\RAAD
- 08** SCANAD
- 09** WUNDERMAN
- 10** OGILVY CAPE TOWN <sup>(5)</sup>
- 11** NET#WORK BBDO <sup>(9)</sup>
- 12** FCB JOHANNESBURG
- 13** HELLOCOMPUTER
- 14** JOE PUBLIC CONNECT
- 15** JOE PUBLIC UNITED
- 15** SHOWMAX IN-HOUSE AGENCY

**Note:** Compiled using only the Digital and Interactive Communication category.

## TABLE A7a: FILM – FILM PRODUCTION COMPANY 2018

RANK COMPANY

- 01** ROMANCE FILMS
- 02** THE STAR FILM COMPANY
- 03** TRUFFLE
- 04** DARLING FILMS <sup>(7)</sup>
- 05** BANCS MEDIA
- 06** BOMB COMMERCIALS <sup>(5)</sup>
- 07** THEY
- 08** 7FILMS <sup>(2)</sup>
- 09** PLANK FILMS
- 10** TULIPS & CHIMNEYS
- 11** EGG FILMS <sup>(1)</sup>
- 12** GIANT FILMS
- 13** BIOSCOPE FILMS
- 14** BEWILDER TV
- 15** 0307 FILMS <sup>(10)</sup>

**Note:** Compiled using only the Film category.

## TABLE A7b: FILM – EDITING COMPANY 2018

RANK COMPANY

- 01** DELIVERANCE <sup>(1)</sup>
- 02** THE UPSTAIRS LUDUS <sup>(2)</sup>
- 03** LEFT POST PRODUCTION <sup>(4)</sup>
- 04** NOVA
- 05** T+W
- 06** BLACKGINGER
- 06** TULIPS & CHIMNEYS
- 08** DEJA VU
- 09** NEW CREATION COLLECTIVE
- 10** DOLPH
- 11** MUSHROOM MEDIA
- 12** MPC
- 12** OLAI FILMS
- 12** THE GRAND KIDS COLLECTIVE
- 15** TESSA FORD POST

**Note:** Compiled using only the Film category.

## TABLE A7c: FILM – POST PRODUCTION 2018

RANK COMPANY

**01** THE UPSTAIRS LUDUS <sup>(2)</sup>

**02** CHOCOLATE TRIBE

**03** BLADEWORKS

**04** LEFT POST PRODUCTION <sup>(3)</sup>

**05** BLACKGINGER

**06** SINISTER STUDIO

**07** FLARE

**08** STRANGELOVE

**09** DEJAVU

**10** WICKED PIXELS

**11** DELIVERANCE <sup>(1)</sup>

**12** TESSA FORD POST

**13** NEW CREATION COLLECTIVE

**14** DOLPH

**15** MUSHROOM MEDIA

**Note:** Compiled using only the Film category.

## TABLE A7d: FILM - RECORDING STUDIO 2018

RANK COMPANY

**01** PRODUCE SOUND <sup>(6)</sup>

**02** STERLING SOUND

**03** BLUE NOISE

**04** EARDRUM

**05** STUDIO BANCS

**06** AUDIO MILITIA <sup>(2)</sup>

**07** HONEYMOON STUDIOS

**08** THE WORKROOM

**09** FREQ'NCY AUDIO

**10** ROBROY MUSIC

**Note:** Compiled using only the Film category.

## TABLE A7e: FILM – ANIMATION COMPANY 2018

RANK COMPANY

**01** CHOCOLATE TRIBE <sup>(3)</sup>

**02** FLIC

**03** MASTERS & SAVANT

**04** FLARE

**05** BEWILDER TV

**06** DOLPH

**07** WICKED PIXELS <sup>(2)</sup>

**08** BLACKGINGER

**08** TULIPS & CHIMNEYS

**10** BATCH

**Note:** Compiled using only the Film category.

## TABLE A8: DIGITAL AGENCY/PRODUCTION COMPANY 2018

RANK COMPANY

**01** KING JAMES DIGITAL

**02** SIN ANESTESIA

**03** VML SOUTH AFRICA

**04** HELLOCOMPUTER

**05** BASE 2

**05** JOE PUBLIC CONNECT

**05** SHOWMAX IN-HOUSE AGENCY

**05** TULIPS AND CHIMNEYS

**Note:** Compiled using only the Digital and Interactive Communication category.

## TABLE A9: RADIO – RECORDING STUDIO 2018

RANK COMPANY

**01** HEY PAPA LEGEND <sup>(4)</sup>

**02** PRODUCE SOUND <sup>(1)</sup>

**03** STUDIJOE

**04** WE LOVE JAM

**05** JAZZWORX

**06** AQUANOTE PRODUCTIONS <sup>(5)</sup>

**07** THE WORKROOM

**08** STERLING SOUND

**09** ROBROY MUSIC <sup>(3)</sup>

**10** AUDIO MILITIA

**Note:** Compiled using only the Radio Communication category.



## INDIVIDUAL CREDITS

### TABLE B1: BRAND REPRESENTATIVE 2018

RANK NAME

**01** MARISKA OOSTHUIZEN (SANLAM)

**02** KELLY DRISCOLL (SANLAM)

**03** JOHN CLARK (KIMBERLY-CLARK)

**03** MORNÉ VAN EMMENES (KIMBERLY-CLARK)

**05** CHANTAL SOMBONOS VAN TONDER (CHICKEN LICKEN)

**06** JAKE JOHNSTONE (NANDO'S)

**07** IAIN MACDONALD (JOBURG BALLET)

**08** GRANT PEREIRA (AB INBEV)

**09** GLENN CROMPTON (TOYOTA)

**09** CALVYN HAMMAN (TOYOTA)

**11** DIVAN VILJOEN (FLIGHT CENTRE)

**12** MARGI SHEARD (GREATSTOCK)

**13** MIGUEL CAETANO (TIGER BRANDS)

**14** QUEEN MGOBHOZI (UNILEVER)

**14** SHOBNA PERSADH (UNILEVER)

**16** ZWELETHU NKOSI (ALLAN GRAY)

**17** NHLANHLA MOKWENA (POWA)

**18** JEANINE SMITH (DISTELL)

**19** SELVIN GOVENDER (MERCEDES-BENZ)

**20** STEVE MILLER (GARAGISTA)

## TABLE B2: CHIEF CREATIVE OFFICER 2018

RANK NAME

**01** PEPE MARAIS

**02** XOLISA DYESHANA

**03** PETE CASE

04 ALISTAIR KING

05 PETER KHOURY

06 NEO MASHIGO

07 PAUL SHEARER

08 MATT ROSS

09 WALID KANAAN

10 AHMED TILLY

11 ILKAY GURPINAR

12 JONATHAN DEEB

13 BRETT MORRIS

14 NATHAN REDDY

15 MIKE SCHALIT

16 BRENO COTTA

17 JASON XENOPOULOS

18 RYAN MCMANUS

19 BRIAN CARTER

20 JONTY FINE

## TABLE B3: EXECUTIVE CREATIVE DIRECTOR 2018

RANK NAME

**01** DEVIN KENNEDY

**02** DAN PINCH

**03** GORDON RAY

- 04 ROANNA WILLIAMS
- 05 MARIANA O'KELLY
- 06 MATTHEW BARNES
- 07 KABELO MOSHAPALO
- 08 FOUAD ABDEL MALAK
- 09 JENNY GLOVER
- 10 RUI ALVES
- 11 TSELISO RANGAKA
- 12 NICHOLAS WITTENBERG
- 13 FADI YAISH
- 14 GRAEME JENNER
- 14 ROB MCLENNAN
- 16 BRAD REILLY
- 17 ADAM WHITEHOUSE
- 18 GRAHAM WARSOP
- 19 PAUL HINCH
- 20 ANNA NURSE
- 20 EREZ SAFAR
- 20 TARYN SCHER
- 23 BRUNO BOMEDIANO
- 24 AARON HARRIS
- 25 MIKE BEUKES
- 26 JUSTIN GOMES
- 27 GEORGE RAUTENBACH
- 28 ANDREW WHITEHOUSE
- 29 BRANDON GOVENDER
- 30 ADAM WEBER

## TABLE B4: CREATIVE DIRECTOR 2018

RANK NAME

**01** DAMIAN BONSE

**02** JARED OSMOND

**03** CATHERINE WANLISS

**03** GREGORY KING

**05** GIANCARLO RODAS

**06** MARTIN SCHLUMPF

**07** TRES COLACION

**08** NICOLA TAYLOR-GARRETT

**09** JEFF TYSER

**10** MANUEL BORDE

**11** CLAUDI POTTER

**12** TIAN VAN DEN HEEVER

**13** TSELISO RANGAKA

**14** AMR HAMDY

**15** GEORGE LOW

**15** SHANE FORBES

**17** GARETH COHEN

**18** RYAN ATKINSON

**19** JOHANN SCHWELLA

**20** LAPEACE KAKAZA

**21** CARL CARDINELLI

**21** MARCELLE DU PLESI

**23** MICHAEL WILSON

**24** SACHA TRAEST

**25** JONTY FINE

**26** NKANYEZI MASANGO

**27** DIO SANTOS

**28** ANDREW RINGROSE

**29** SHELLEY ATKINSON

**29** SJ NAUDE

**29** WARRICK GUEST

## TABLE B5: AGENCY ART DIRECTOR 2018

RANK NAME

**01** DAMIAN BONSE

**02** MOE KEKANA

**03** JADE AMIC

- 04 CHANTELE DOS SANTOS
- 04 SUZANNE JENNER
- 06 TSHEGOFATSO PHETLHE
- 07 GARETH O'CALLAGHAN
- 08 ENRICO MOTTI
- 09 NICOLA TAYLOR-GARRETT
- 10 JUSTIN ENDERSTEIN
- 11 JEAN-PIERRE DE VILLIERS
- 12 CLAYTON NEEDHAM
- 13 NATALIE WALKER
- 14 SHANE FORBES
- 15 OSWALDO SA
- 16 TSEPO MAKATE
- 17 WADE BARNES
- 18 NTOKOZO NHLANHLA
- 19 ANDREW RINGROSE
- 20 HANNES DE BEER
- 20 ROANNA WILLIAMS
- 22 BONOLO DISEKO
- 22 BYRON WESTPHAL
- 22 KAYLA ROELOLFSZ
- 25 JONTY FINE
- 26 TSHEPO MOGOROSI
- 27 HUSEN BABA
- 27 RIJIN KUNNATH
- 29 CLAUDIO CAMPISTO
- 30 GARETH COHEN

## TABLE B6: WRITER 2018

RANK NAME

<b>01</b>	<b>JARED OSMOND</b>
<b>02</b>	<b>SUSAN VAN ROOYEN</b>
<b>03</b>	<b>ANTOINETTE FOURIE</b>
<b>03</b>	<b>CATHERINE WANLISS</b>
<b>03</b>	<b>CORLI DE KOCK</b>
<b>03</b>	<b>PIERRE DU PLESSIS</b>
<b>03</b>	<b>STEPHANIE VAN NIEKERK</b>
<b>08</b>	JORDAN TRYON
<b>09</b>	GORDON RAY
<b>09</b>	TOM KRATZ
<b>11</b>	CAMERON FRASER
<b>12</b>	SIMONE MILANI
<b>13</b>	JEFF TYSER
<b>14</b>	EMMA DRUMMOND
<b>15</b>	ALOK MOHAN
<b>16</b>	MARJOLEIN ROSSOUW
<b>17</b>	KIRSTI RIVETT
<b>18</b>	ALEX PINEDA
<b>19</b>	JENNA SMITH
<b>20</b>	BRITANNY SINDE
<b>21</b>	LUTHO MTYAMDE
<b>21</b>	MARVIN MPANDA
<b>21</b>	MBEU KAMBUWA
<b>21</b>	STEFAN SCHUTTE
<b>25</b>	MPUMI NGWENYA-TSHABANGU
<b>26</b>	TSHEPO TUMAHOLE
<b>27</b>	JENNY GLOVER
<b>28</b>	GEORGE LOW
<b>29</b>	SHANE FORBES
<b>30</b>	SARAH FORBES

## TABLE B7a: DIRECTOR 2018

RANK NAME

- 01** GREG GRAY
- 02** MATTHYS BOSHOFF
- 03** VIRGIL FERRAGUT
- 04** ZEE NTULI
- 05** CHLOE COETSEE
- 06** JEANA THERON
- 07** ROSS GARRETT
- 08** JONTY FINE
- 09** LOURENS VAN RENSBURG
- 10** PETER POHORSKY
- 11** ALAN IRVIN
- 12** REE TREWEEK
- 13** TEBZA
- 14** FAUSTO BECATTI
- 14** RUAN VERMEULEN
- 16** TEBHOHO MAHLATSI
- 17** KIM GELDENHUYS
- 18** JASON FIALKOV
- 19** MARTIN STIRLING
- 20** KARIEN CHERRY

**Note:** Compiled using only the Film category.

## TABLE B7b: CINEMATOGRAPHER 2018

RANK NAME

- 01** JAMIE D RAMSAY
- 02** ADAM BENTEL
- 03** TOM MARAIS
- 04** MICHAEL CLEARY
- 05** DEVIN TOSELLI
- 06** WILLIE NEL
- 07** JOSE ESPINOZA
- 08** LOURENS VAN RENSBURG
- 09** JOHN CHRISTIAN ROSENLUND
- 10** JOHAN HORJUS

**Note:** Compiled using only the Film category.

## TABLE B7c: EDITOR 2018

24

OFFICIAL RANKINGS 2018

RANK NAME

- 01** RICKY BOYD
- 02** JAMES O'SULLIVAN
- 03** MARK ASH
- 04** EVY KATZ
- 05** SAKI BERGH
- 06** JONTY FINE
- 07** ANTHONY LEE MARTIN
- 08** ANDREW TRAILL
- 09** GORDON MIDGLEY
- 10** JAMES HOSKING
- 11** CHAD POP
- 12** NEELAY SHAH
- 13** XANDER VAN DER WESTHUIZEN
- 14** CARLOS FEYDER
- 15** WILLIE SAAYMAN

**Note:** Compiled using only the Film category.



## TABLE B7d: PRODUCER 2018

25

OFFICIAL RANKINGS 2018

RANK NAME

**01** LORRAINE SMIT

**02** MELINA MCDONALD

**03** HELENA WOODFINE

04 ADAM THAL

04 JOE ERASMUS

06 MICHEL ABOU ZEID

07 CYNTHIA CHAMMAS

08 SASKIA FINLAYSON

09 LINDSAY-JANE BARNARD

09 MMAMEYI MPHABLELE

11 ALLAN GLOGAUER

12 LIZ DAHL

13 GAVIN JOUBERT

14 EREZ SAFAR

15 MARC HARRISON

16 NINA VAN RENSBURG

17 BEN KAUFMAN

18 SEAMUS BAX

19 DARREN GORDON

20 LEIGH HUMAN

20 NINA PFEIFFER

**Note:** Compiled using only the Film category.

## TABLE B7e: ANIMATOR 2018

RANK NAME

<b>01</b>	<b>TIAAN FRANKEN</b>
<b>02</b>	<b>ROB VAN DEN BRAGT</b>
<b>03</b>	<b>CHRIS LOCKHART</b>
<b>03</b>	<b>HENDRIK KOK</b>
<b>03</b>	<b>KATE CAMPBELL</b>
<b>03</b>	<b>NEILL PRETORIUS</b>
<b>03</b>	<b>NIC VAN RENSBURG</b>
<b>03</b>	<b>PENNY TILLEARD</b>
<b>03</b>	<b>ROBYN GOUGH PALMER</b>
<b>03</b>	<b>SHAUN CLELAND</b>
<b>11</b>	<b>SIBUSISO MKHWANAZI</b>
<b>12</b>	<b>RYAN PAIKIN</b>
<b>13</b>	<b>ANDRE DE VILLIERS</b>
<b>14</b>	<b>DEIMES KABALAN</b>
<b>14</b>	<b>OLA ACHKA</b>

**Note:** Compiled using only the Film category.

## TABLE B8: ART DIRECTOR / STYLIST 2018

RANK NAME

<b>01</b>	<b>CHRIS BASS</b>
<b>02</b>	<b>BRIDGET BAKER</b>
<b>03</b>	<b>DAMIAN BONSE</b>
<b>03</b>	<b>MOE KEKANA</b>
<b>05</b>	MELISSA MAXTED HENDERSON
<b>06</b>	OZGE GUVEN
<b>07</b>	DEVORAH SUTTNER
<b>07</b>	NATALIE WALKER
<b>09</b>	FRANCOIS LINDE
<b>10</b>	KGODISHO MOWA
<b>11</b>	CLAYTON ROLFE
<b>11</b>	IGNATIUS XHOMA
<b>11</b>	MBUSO MABENA
<b>11</b>	SIBUSISO MKHWANAZI
<b>15</b>	JONTY FINE
<b>16</b>	BERDINE WASSUNG
<b>17</b>	IZOLINA DE VASCONCELOS
<b>17</b>	LISA MACKAY
<b>17</b>	RICCARDO PUGLIESE
<b>20</b>	ADI KOEN

## TABLE B9: DESIGNER 2018

28

OFFICIAL RANKINGS 2018

RANK NAME

**01** OZGE GUVEN

**02** RIJIN KUNNATH

**03** GAVIN DALE

**03** LINDISO MANELI

05 JAMES ATKINS

05 SEAN CREIGHTON

05 TAMARA ISLES

08 SACHA TRAEST

09 CHRIS SLABBER

09 TSEPO MAKATE

11 BYRON WHESTPHAL

12 WERNER GOSS-ROSS

13 JEDD MCNEILAGE

13 LAURA O'NEILL

15 THABANG LEHOBYE

16 CANDICE OVERMEYER

16 JELENA JOVANOVIC

16 KYLE LIGHT

16 NONTOKOZO TSHABALALA

16 TSHOLOFELO MASIYE

21 ALINDE VENTER

22 KAREN VERMEULEN

22 MALIYAMUNGU MUHANDE

24 ALLAN LAING

24 LOUIS OLIVIER

24 NKHENSANI RIHLAMPFU

24 WADE BARNES

28 BONOLO HELEN CHEPAPE

28 HALDANE MARTIN

28 NICOLA LOURENS

28 SIMPHIWE MNGUNI

28 WANDA PRIEM

**Note:** Compiled using only the Communication Design category.

## TABLE B10: ILLUSTRATOR 2018

RANK NAME

**01** CHRISTI DU TOIT

**02** QUINTIN WEYER

**02** RUSSEL ABRAHAMS

**02** WESLEY VAN EEDEN

- 05 FRESH HELGA
- 06 SARITA IMMELMAN
- 07 JOHAN DE LANGE
- 08 CHRIS SLABBER
- 09 JAMY SILVER
- 10 JAMES ATKINS
- 10 SEAN CREIGHTON
- 10 SHANNON DUDLEY
- 10 TAMARA ISLES
- 14 JANA JANSEN VAN VUUREN
- 15 ZAMANI NGUBANE
- 16 FRAN LABUSCHAGNE
- 16 IMILE WEPENER
- 16 JESS JARDIM-WEDEPOHL
- 16 KARMA ELSTON
- 16 MANY TRICK PONY
- 16 MARCELLE LABUSCHAGNE
- 16 MUSONDA KABWE
- 16 NDUMISO NYONI
- 24 TICO MORAES
- 25 KARABO POPPY MOLETSANE
- 26 KYLE LIGHT
- 26 MARLI JOUBERT
- 26 THABANG LEHOBYE
- 29 CANDICE OVERMEYER
- 29 JELENA JOVANOVIC
- 29 MISHKAH ABRAHAMS

## TABLE B11: INFORMATION ARCHITECT/UX DESIGN 2018

RANK NAME

**01** GENIE BOTHA

**02** AMORÍ GERBER

**03** CHU YUN FENG

**03** YA TING CHIEN

**05** LEYASH PILLAY

**Note:** Compiled using only the Digital and Interactive Communication category.

## TABLE B12: MUSIC AND SOUND COMPOSITION 2018

RANK NAME

**01** LOUIS ENSLIN

**02** THEO POTGIETER

**03** MARC ALGRANTI

**04** RAG 'N BONE MAN

**05** MARKUS WORMSTORM

**06** PULSE MUSIC

**07** WE LOVE JAM

**08** JEREMY DE TOLLY

**09** HEY PAPA LEGEND

**10** DAVID LAW

**10** L8 ANTIQUE

**10** LEBO NTLATSI

**TABLE B13: PHOTOGRAPHER 2018**

RANK NAME

**01** CHRIS SLABBER**02** LOURENS SMIT**03** DES ELLIS

04 MATTHYS VAN LILL

05 RED HEADS STUDIO

06 DAVID PRIOR

07 ROBBERT KOENE

08 DUVAN DURAND

09 DERICK BOTHA

10 ROSS GARRETT

**TABLE B14: PROGRAMMER/SOFTWARE DEV 2018**

RANK NAME

**01** PETE BLASZKIEWICZ**02** ABHISHEK JANNAWAR**02** CHRISTOPHER MARAIS**02** DHUVEN THATHIAH**02** GRAHAM SHILLINGTON**02** GRAHAM TALBOT**02** LISA BOONZAAIER**02** NIC LOUW**02** TIM SMITH

10 MUAATH ALI

**Note:** Compiled using only the Digital and Interactive Communication category.

## TABLE B15: STRATEGIST 2018

32

OFFICIAL RANKINGS 2018

RANK NAME

<b>01</b>	<b>LAUREN CHAVEZ</b>
<b>02</b>	<b>MAKOSHA MAJA-RASETHABA</b>
<b>03</b>	<b>ROBERT GRACE</b>
<b>04</b>	WOUTER LOMBARD
<b>05</b>	LAURENT MARTY
<b>06</b>	NDU DONSA
<b>07</b>	REMIE NEHME
<b>08</b>	STUART SIMS
<b>09</b>	AWIE ERASMUS
<b>10</b>	SAURABH DAHIYA
<b>11</b>	KYLE DUCKITT
<b>12</b>	LESEGO KOTANE
<b>13</b>	MEGAN CLAUSEN
<b>14</b>	KATHRYN RICHARDS
<b>14</b>	PAVLA SESSIONS
<b>14</b>	YING YING ZHOU
<b>14</b>	ZYRIAN CHUNG
<b>18</b>	LEIGH TAYLER
<b>19</b>	VISHAL BADIANI
<b>20</b>	ALI CHEIKHALI



## TABLE B16: ACCOUNT MANAGEMENT 2018

33

OFFICIAL RANKINGS 2018

RANK NAME

**01** KIRSTEN BOHLE

**02** AMBER MACKEURTAN

**03** SEAN HANEKOM

- 04 ROXY HANCKE
- 05 QANITA SMITH
- 06 NADINE MOHAMMED
- 07 ANÈ WOLMARANS
- 07 LAUREN MCINNES
- 09 CANDICE SHORTT
- 09 NICHOLAS BASTIAANSE
- 09 TANYA TAYLOR
- 09 TRACEY EDWARDS
- 13 DEBBIE PIENAAR
- 14 TANNAH HARRIS
- 15 ANDREW PEACOCK
- 15 LIZELLE RODRIGUES
- 15 RIMA HUSSEIN
- 18 KELLY EMERTON
- 19 JOE LAHHAM
- 20 ALEXIS LEIH
- 20 KATIE JAMES
- 22 BUKELWA MONGO
- 23 LUBABALO NGONZA
- 24 ELA YILDIZ BILGISEL
- 25 REAGEN KOK

## TABLE B17: STUDENT 2018

RANK NAME

**01 KRISTEN LANDSBERG**

**02 PALESA TSELE**

**03 RONEL IRVINE**

- 04 THINUS DU PLESSIS
- 05 JAN VAN BILJON
- 05 LAUREN BLOOM
- 07 TYRONE LE ROUX-ATTERBURY
- 08 ARIANE SCHOOMBEE
- 09 CHERIE CORDIER
- 10 ANDRE DE JAGER
- 10 ZANDALEE VAN DER SCHYFF
- 12 CLAIRE GRIMBEEK
- 12 KABELO MABASO
- 12 MAFEDI LENAKE
- 15 AYESHA KAPREY
- 16 LEBO THOKA
- 16 PHILIP VAN HEERDEN

**Note:** Compiled using only the Student category.

## TABLE B18: LECTURER

RANK NAME

**01 MAAIKE BAKKER**

**02 HENIEL FOURIE**

**03 CHRISTA VAN ZYL**

- 04 ROELA HATTINGH
- 05 CHARLES MAGGS
- 06 CHANTELE ARPESELLA
- 07 ALEX SUDHEIM
- 08 CHRISTIAAN GRAAFF
- 08 CONRAD DE KOCK
- 08 MATHEW MJINDI
- 11 MANDY SPEECHLY
- 12 CARMEN KOETJE
- 13 LIZ DE VILLIERS
- 14 JAYNE ROBERTSON
- 15 CAROLINE PIOTROWSKI

**Note:** Compiled using only the Student category.

**While there can be many ways of analysing any competition, we have provided a thorough and fair process to accurately report on the results of the awards. The exact methodology that is used for the ranking is described here, and publication of the chosen procedures in advance of our entry deadline and judging ensures no bias in favour of any particular outcome.**

#### **1. BRANDS GET POINTS:**

A credited brand gets full points, irrespective of the entering Agency. For example, if a Brand wins two awards with two separate agencies, the Brand gets full points from both awards.

#### **2. NEW: From 2018, points are given to finalists.**

A maximum of 30 finalists will be awarded.

#### **3. POINTS ARE GIVEN FOR EACH AWARD.**

#### **4. POINTS PER AWARD:**

300 points for Grand Prix; 110 points for Gold; 40 points for Silver; 15 points for Bronze; 90 points for Craft Gold; 30 points for Craft Certificate; 1.5 points for finalist (to a maximum of 45 points for finalists).

#### **5. CAMPAIGN ENTRIES GET 1,5x POINTS:**

All campaign categories will all be awarded 1,5 times the points. The following categories are defined as campaign categories: Communication Design - Identity Programmes; Design Mixed - Media Campaign; Digital - Data Driven Campaign; Digital Integrated Campaign; PR & Media Communication Campaign; Media Innovation - Media Campaign; Film - Branded Content Video - Series; Integrated Campaign; Shared Value; Effective Creativity; Service Design; Student - Facebook Challenge; Integrated Campaign.

#### **6. COMBINED CAMPAIGN ENTRIES ALSO GET 1,5x POINTS:**

Single entries (Type A) that are combined into one campaign award during judging will receive 1,5 times the points. For example, if three print posters are combined and awarded a Campaign Gold, then the award will be worth  $1,5 \times 110 = 165$  points.

#### **7. FOR COMPANIES; POINTS ARE DIVIDED IF MORE THAN ONE NAME IS PROVIDED FOR ONE CREDIT:**

Where more than one company has been credited for any one credit, the points will be divided equally between the parties, e.g. a Gold Winner receives 110 points. If two companies are listed under "Agency", each will receive 55 points. However, one "Agency" and one "Production Company" will each receive the full points.

#### **8. FOR INDIVIDUALS; FULL POINTS ARE GIVEN FOR EACH NAME LISTED FOR ONE CREDIT:**

Where more than one individual has been credited for one credit, each individual will get full points. For example, a Gold Winner receives 110 points. If two Creative Directors are listed, each will receive 110 points, or if three people share the "Writer" credit, then each person will receive 110 points.

#### **9. FOR INDIVIDUAL CREATIVE RANKINGS:**

A person is only awarded points for the most senior creative position, even if their name is listed in multiple creative credits. For example, if someone is credited as Executive Creative Director and Creative Director, they will only receive points for Executive Creative Director.

#### **10. AGENCIES AND PRODUCTION COMPANIES GET FULL POINTS:**

As long as there is one name per credit, then each credit gets full points. For example, if a TV Commercial wins gold, the credited Agency gets full points and the credited Production Company gets full points. If two agencies share one credit, then each agency gets half the points.

#### **11. A COMPANY CANNOT RECEIVE POINTS AS BOTH AN AGENCY AND AS A PRODUCTION COMPANY.**

#### **12. CRAFTS:**

Production companies will receive points from International Craft entries; however agencies will not receive any points. For example, if an illustrator from within our region does work for a London agency to be flighted in Europe, based on a brief and concept created in London, then the work is eligible for an illustration craft award and craft points. But the London agency gets no points.

The Loeries has been rewarding creativity for 40 years. As Africa and the Middle East's premier award that recognises, rewards, inspires and fosters creative excellence in the advertising and brand communication industry, winning a Loerie is the highest accolade for creativity and innovation across our region. The Loeries, a proudly not for profit company, promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of fresh thinking, innovative ideas and outstanding execution.

Culminating in the biggest creative gathering in the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival that offers networking, creative inspiration and the recognition of great work.

The creative economy across Africa and the Middle East is world-class and has great potential to offer employment to our talented youth, and the Loeries places a significant emphasis on education and development.

**Major Partners of the Loeries 2018**

Tourism KwaZulu-Natal (TKZN), The Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province (EDTEA), eThekweni Municipality – Durban Tourism, DStv Media Sales, Gearhouse Group

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## THANK YOU

Thank you to all the tireless people behind the work that makes up the Loeries. Without you none of this would be possible, and life would simply be more boring.

Thank you also to the Major Partners of the Loeries 2018. Tourism KwaZulu-Natal, The Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province, eThekweni Municipality – Durban Tourism, DSTV Media Sales, and Gearhouse Group. And thank you to all our other partners whose combined support is vital to the continued success of the Loeries as a not-for-profit organisation.

Special thanks go to the South African National Blood Service for supporting the publication of this document, as well as the launch of the Official Rankings, and to Grid Worldwide for their beautiful design and layout of this publication.

Thanks also to Multipart Litho for the printing of these Rankings and Antalis for providing the paper.

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