



## **LOERIES® OFFICIAL RANKINGS™ 2015**

The Loeries Official Rankings have been published since 2010 – making this year the fifth anniversary.

The rankings now offer a comprehensive overview of the annual performance across the brand communications industry throughout Africa and the Middle East.

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

**NEW IN 2015:** This year the tables have been expanded – now including an Overall Agency ranking across the region, as well as separate tables for South Africa and the rest of the region. A new Account Management ranking has also been added this year.

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

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### **CREATIVITY ADDS**

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**TABLE A1. OVERALL RANKING BY BRAND 2015**

<b>RANK</b>	<b>BRAND</b>
1	Sanlam
2	Diageo
3	Loto Libanais
4	Jaguar Land Rover South Africa
5	Suntory Lucozade
6	KFC
7	Chicken Licken
8	Mercedes-Benz
8	Santam
10	UN Women
11	Flight Centre
12	Volkswagen
13	Unilever
14	Johannesburg Zoo
15	UBCI Groupe BNP Paribas
16	Cell C
17	National Museum of Military History
17	Salvation Army
19	Roads and Transport Authority
20	Tiger Brands



**TABLE A2a. OVERALL RANKING BY AGENCY 2015**

RANKING	AGENCY	COUNTRY
1	Impact BBDO Dubai	United Arab Emirates
2	King James Group	South Africa
3	Ogilvy & Mather Johannesburg	South Africa
4	Y&R SA	South Africa
5	FCB South Africa (Pty) Ltd	South Africa
6	TBWA\Hunt\Lascaris Johannesburg	South Africa
7	Geometry Global Dubai	United Arab Emirates
8	Ireland/Davenport	South Africa
9	Joe Public	South Africa
10	Net#work BBDO	South Africa
11	Ogilvy & Mather Cape Town	South Africa
12	AMV BBDO	United Kingdom
12	BBDO AFRICA	South Africa
14	Havas Worldwide Tunisia	Tunisia
15	M&C Saatchi Abel	South Africa
16	Lowe and Partners Cape Town	South Africa
17	Publicis Machine	South Africa
18	The Jupiter Drawing Room (South Africa) Cape Town	South Africa
19	Havas Worldwide Johannesburg	South Africa
20	Haldane Martin	South Africa
20	The New Order	South Africa
20	Witch & Wizard Productions	South Africa

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



**TABLE A2b. RANKING BY AGENCY 2015 – SOUTH AFRICA**

RANKING	AGENCY
1	King James Group
2	Ogilvy & Mather Johannesburg
3	Y&R SA
4	FCB South Africa (Pty) Ltd
5	TBWA\Hunt\Lascais Johannesburg
6	Ireland/Davenport
7	Joe Public
8	Net#work BBDO
9	Ogilvy & Mather Cape Town
10	BBDO AFRICA
11	M&C Saatchi Abel
12	Low and Partners Cape Town
13	Publicis Machine
14	The Jupiter Drawing Room (South Africa) Cape Town
15	Havas Worldwide Johannesburg
16	Haldane Martin
16	The New Order
16	Witch & Wizard Productions
19	OpenCo - The Open Collaboration
19	Riot! Games

**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 A2c. RANKING BY AGENCY 2015 – REGION EXCLUDING SOUTH AFRICA**

RANKING	AGENCY	COUNTRY
1	Impact BBDO Dubai	United Arab Emirates
2	Geometry Global Dubai	United Arab Emirates
3	Havas Worldwide Tunisia	Tunisia
4	Ogilvy & Mather Africa	Kenya
5	Scanad Kenya	Kenya
6	Advantage Y&R	Namibia
7	Brand Union Dubai	United Arab Emirates
8	TBWA\RAAD	United Arab Emirates
9	BACK Brand Advertising Communication	Angola

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



**TABLE A2d. RANKING BY AGENCY 2015 – REST OF THE WORLD**

RANKING	AGENCY
1	AMV BBDO - London
2	MOFILM - London

**Note:** Includes entries from agencies registered outside the region, for work that has been created specifically for Africa or the Middle East

**TABLE A3. OVERALL RANKING BY AGENCY SIZE 2015**

RANKING	LARGE (100 or more employees)
1	Impact BBDO Dubai
2	King James Group
3	Ogilvy & Mather Johannesburg
4	FCB South Africa
5	TBWA\Hunt\Lascaaris Johannesburg

RANKING	MEDIUM (41-99 employees)
1	Y&R SA
2	Net#work BBDO
3	BBDO AFRICA
4	Havas Worldwide Tunisia
5	Publicis Machine

RANKING	SMALL (1 - 40 employees)
1	Lowe and Partners Cape Town
2	The New Order
2	Haldane Martin
2	Witch & Wizard Productions
5	OpenCo - The Open Collaboration



**TABLE A4. TOP EDUCATIONAL INSTITUTIONS 2015**

RANKING	EDUCATIONAL INSTITUTION
1	AAA School of Advertising Cape Town
2	Stellenbosch Academy of Design and Photography
3	Red & Yellow School of Logic and Magic
4	North-West University
5	AAA School of Advertising Johannesburg
5	Vega School of Branding

**TABLE A5. COMMUNICATION DESIGN 2015**

RANKING	AGENCY
1	The Jupiter Drawing Room (South Africa) Cape Town
2	Haldane Martin
2	Havas Worldwide Tunisia
2	Impact BBDO Dubai
2	The New Order

**TABLE A6. INTERACTIVE AND DIGITAL COMMUNICATION 2015**

RANKING	AGENCY
1	Ogilvy & Mather Johannesburg
2	King James Group
3	Ogilvy & Mather Cape Town
4	Impact BBDO Dubai
5	Ireland/Davenport



## TELEVISION, FILM & VIDEO

**Note:** Compiled using only the Television, Film & Video Communication category.

**TABLE A7a. TELEVISION, FILM & VIDEO – FILM PRODUCTION COMPANY 2015**

RANKING	COMPANY
1	Rogue
2	Egg Films
3	Big Kahuna
4	0307
5	Velocity Films

**TABLE A7b. TELEVISION, FILM & VIDEO – EDITING COMPANY 2015**

RANKING	COMPANY
1	Deliverance
2	Final Cut
3	Left Post Production
4	Arcade
5	Tessa Ford Post

**TABLE A7c. TELEVISION, FILM & VIDEO – POST PRODUCTION 2015**

RANKING	COMPANY
1	The Mill
2	Black Ginger
3	Left Post Production
4	Bladeworks
5	Serena Dubai

**TABLE A7d. TELEVISION, FILM & VIDEO – RECORDING STUDIO 2015**

RANKING	COMPANY
1	WAVE
2	Produce Sound
3	Pressure Cooker Studios
4	Sterling Sound
5	Big Leap





**TABLE A8. DIGITAL AGENCY 2015**

RANKING	AGENCY
1	Gloo@Ogilvy
2	Bigfoot
3	PUNK
4	Society
5	Big Kahuna

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

**TABLE A9. RADIO – RECORDING STUDIO 2015**

RANKING	NAME
1	Produce Sound
2	Robroy Music
3	Eardrum
4	Sterling Sound
5	Sonovision

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

**TABLE A10. ANIMATION COMPANY 2015**

RANKING	COMPANY
1	Arcade
2	Hogarth South Africa
3	Gloo@Ogilvy
4	Big Bird RC
5	Hellomotion



## **INDIVIDUAL CREDITS**

**TABLE B1. BRAND REPRESENTATIVE 2015**

<b>RANKING</b>	<b>NAME</b>
1	Jihad Saadé (Loto Libanais)
2	Nik Keane (Diageo)
3	Monique Hammond (Suntory Lucozade)
4	Yegs Ramiah (Santam)
5	Janico Dannhauser (Jaguar Land Rover)

**TABLE B2. CHIEF CREATIVE OFFICER 2015**

<b>RANKING</b>	<b>NAME</b>
1	Alistair King
2	Graham Lang
3	Mike Schalit
4	Chris Gotz
4	Pete Case

**TABLE B3. EXECUTIVE CREATIVE DIRECTOR 2015**

<b>RANKING</b>	<b>NAME</b>
1	Fadi Yaish
2	Rui Alves
3	Devin Kennedy
4	Matt Ross
5	Adam Brandt
6	Ben Knight
7	Mariana O'Kelly
7	Neo Mashigo
9	Brad Reilly
10	John Davenport



**TABLE B4. CREATIVE DIRECTOR 2015**

RANKINGS	NAME
1	Bibi Lotter
2	Gregory King
3	Michael Wilson
4	Dan Pinch
5	Peter Little
6	Nkanyezi Masango
7	Jacques Shalom
8	Molefi Thulo
9	Nizard Maalej
10	Roanna Williams

**TABLE B5. AGENCY ART DIRECTOR 2015**

RANKING	NAME
1	Daniel Correa
2	Ant Nelson
3	Tammy Retter
4	Ibrahim Barakat
5	Cameron Watson
6	Damian Bonse
7	Hayley More
8	Coenie Grebe
9	Thereza Norton
10	Caitlyn Goldring
10	Darryn Rogers



**TABLE B6. WRITER 2015**

RANKING	NAME
1	Gustavo Gamarra
2	Mike Sutherland
3	Alok Mohan
4	Aunindo Sen
5	Marjolein Rossouw
6	Devin Kennedy
7	Chad Goddard
8	Jason Murison
9	David Krueger
9	Molefi Thulo

**TABLE B7a. TELEVISION, FILM & VIDEO – DIRECTOR 2015**

RANKING	NAME
1	Sam Brown
2	Kim Geldenhuys
3	Terence Neale
4	Rob Smith
5	Maged Nassar
5	Tameem Younes
7	Greg Gray
8	Dean Blumberg
9	Robin Goode
10	Ree Treweek

**TABLE B7b. TELEVISION, FILM & VIDEO – CINEMATOGRAPHER 2015**

RANKING	NAME
1	Franz Lustig
2	Julian Hohndorf
3	Ricardo Plates
4	Paul Gilpin
5	Devin Toselli
6	Rob Smith
7	Clive Sacke
8	Ahmed Tahoun
9	Fabbian Vettiger
9	Jamie Ramsay



**TABLE B7c. TELEVISION, FILM & VIDEO – EDITOR 2015**

<b>RANKING</b>	<b>NAME</b>
1	Ricky Boyd
2	Amanda James
3	Saki Bergh
4	Alavaro Del Val
5	Rob Smith

**TABLE B7d. TELEVISION, FILM & VIDEO – PRODUCER 2015**

<b>RANKING</b>	<b>NAME</b>
1	James Howland
2	Eddy Rizk
3	Tess Tambourlas-Van Zyl
4	Rozanne Rocha-Gray
5	Will Nicholson
6	Helena Woodfine
7	Brad Logan
8	Julia Schnurr
9	Di du Toit
10	Peter Carr

**TABLE B8. ANIMATOR 2015**

<b>RANKING</b>	<b>NAME</b>
1	Jonathan Searle
2	Dean Leslie
3	Ghassan Naji
4	Muhammed Omer
5	Carl Jeppe



**TABLE B9. ART DIRECTOR / STYLIST 2015**

RANKING	NAME
1	Mohamed Said
2	William Boyes
3	Harry Webster
4	Chris Bass
5	Leksa Menzies
5	Ree Treweek
6	Adi Koen
7	Maged Nassar
7	Tameem Younes
9	Sulet Jansen
10	Alicia Nicola

**TABLE B10. DESIGNER 2015**

RANKING	NAME
1	Souhail Aloui
2	Sulet Jansen
3	Alwine Nolte
4	Carla Kreuser
4	Sarah Greg-Macdonald
6	Gavin Rooke
6	Roger Hardie
8	Graeme van Jaarsveld
9	Sharyn Andrianatos
10	Mohamed Said
10	Rijin Kunnath Raju
10	Scott Leder

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



**TABLE B11. ILLUSTRATOR 2015**

RANKING	NAME
1	Francois Botes
1	Zelda Meerholz
3	Raluca Bararu
4	Brendon Cahill
5	Remmert Steyn
6	Gavin Haywood
7	Carla Kreuser
8	Carioca Studio
8	Katlego Phatlane
8	Pete Harrison

**TABLE B12. INFORMATION ARCHITECT 2015**

RANKING	NAME
1	Klaus Germann
2	Ivo Brodnik
3	Carien Fouche
4	Craig Wells
4	Greg Russell

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

**TABLE B13. MUSIC AND SOUND COMPOSITION 2015**

RANKING	NAME
1	Louis Enslin
2	James Matthes
3	Eardrum
4	Aaron Reynolds
5	James Radford
6	Dave Harris
7	Miles Lowe
8	Andrew Stansfield
9	Marc Algranti
10	Martin Ferreira



**TABLE B14. PHOTOGRAPHER 2015**

RANKING	NAME
1	Clive Stewart
2	David Prior
3	Huw Morris
4	Graeme Borchers
5	Willem van der Berg

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

**TABLE B15. PROGRAMMER 2015**

RANKING	NAME
1	William Roos
2	Graham Fry
2	Marc Canham
4	Charles Ash
4	Grant Broomhall

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

**TABLE B16. STRATEGIST 2015**

RANKING	NAME
1	Megan Clausen
2	Stefan Siedentopf
3	Nicky Rush
4	Sabra Staali
5	Logan Allanson
6	Emily Rule
7	Chrisna Basson
8	Gavin Rooke
8	Valerie Mukwevho
10	Faheem Chaudhry
10	Michael Widgery
10	Sean Donovan





**TABLE B17. ACCOUNT MANAGEMENT 2015**

<b>RANKING</b>	<b>NAME</b>
1	Francoise van Rheede
2	Todd Hussey
3	Albert Lorenzo
4	Vanessa Maselwa
5	Amber Mackeurtan
6	Itumeleng Tshimbane
7	Brett David
7	Candice Shortt
9	Gau Narayanan
9	Jonny White



## HOW THE LOERIES® OFFICIAL RANKINGS™ ARE CALCULATED

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. **POINTS ARE GIVEN FOR EACH AWARD.**
3. **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.
4. **CAMPAIGN ENTRIES GET 1,5x POINTS:** All Campaign categories (Type B) will all be awarded 1,5 times the points.
5. **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.
6. **POINTS ARE DIVIDED IF MORE THAN ONE NAME IS PROVIDED FOR ONE CREDIT:** Where more than one company or individual has been credited for any one credit, the points will be divided equally between the parties. For example, a Gold Winner receives 110 points. If two Creative Directors are listed, each will receive 55 points, or if three people share the "Writer" credit, then each person will receive a third of the points. However, one writer and one creative director will each receive the full points.
7. **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.
8. **A COMPANY CANNOT RECEIVE POINTS AS BOTH AN AGENCY AND AS A PRODUCTION COMPANY.**



9. **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.

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### **Major Partners of the Loeries 2015**

Tourism KwaZulu-Natal (TKZN), the Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province (EDTEA), EThekweni Municipality – Durban Tourism, DSTv Media Sales, and Gearhouse South Africa

### **Category Partners**

Adams & Adams, ADreach, Continental Outdoor Media, Film & Publication Board, Google, Independent Media, Mobile Marketing Association, Songstruct, Standard Bank, The Times, Unilever South Africa, Woolworths, and YFM

### **Additional Partners and Official Suppliers**

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