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LOERIES
AFRICA MIDDLE EAST

LOERIES OFFICIAL RANKINGS 2019



LOERIES
AFRICA MIDDLE EAST

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For over 40 years, the Loeries has been rewarding better stories across Africa and the 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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Writer	23
Film Director	24
Cinematographer	25
Editor	25
Producer	26
Animator	27
Art Director / Stylist	28
Designer	29
Illustrator	30
Information Architect / UX Designer	31
Sound Designer	32
Music Composer	33
Music Supervisor	33
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NOTE: FOR ALL COMPANY/AGENCY TABLES, THE NUMBER IN (PARENTHESES) NEXT TO THE NAME INDICATES THE 2018 RANKING RESULT

OVERALL RANKING BY BRAND 2019

RANK BRAND

- 01 CHICKEN LICKEN** ⁽²⁾
- 02 CITY LODGE HOTEL GROUP**
- 03 PHILIPS & THE NELSON MANDELA FOUNDATION**
- 04 NANDO'S** ⁽⁴⁾
- 05 AB INBEV** ⁽⁷⁾
- 06 SANLAM** ⁽¹¹⁾
- 07 THEATRE HOURS**
- 08 THE COCA-COLA COMPANY**
- 09 MTN** ⁽²¹⁾
- 10 IKEA**
- 11 28 TOO MANY**
- 12 SAINT**
- 13 BBL SECURITY PRODUCTS**
- 14 KLEINE RIJKE**
- 15 WASTE MANAGEMENT COALITION**
- 16 STANDARD BANK**
- 17 OKAVANGO DIAMOND COMPANY**
- 18 INVESTEC**
- 19 TIGER BRANDS** ⁽¹⁸⁾
- 20 EDGARS**
- 21 JET**
- 22 TURKCELL**
- 23 NATIONAL GEOGRAPHIC**
- 24 OLD MUTUAL**
- 25 KIMBERLY-CLARK** ⁽³⁾
- 25 M-KOPA**



OVERALL RANKING BY AGENCY - AFRICA AND THE MIDDLE EAST 2019

RANK AGENCY

01 JOE PUBLIC UNITED ⁽¹⁾

02 OGILVY JOHANNESBURG ⁽⁶⁾

03 TBWA\HUNT LASCARIS JOHANNESBURG ⁽⁴⁾

04	TBWA\ISTANBUL ⁽¹⁰⁾
05	IMPACT BBDO ⁽²⁾
06	M&C SAATCHI ABEL ⁽⁵⁾
07	KING JAMES GROUP ⁽³⁾
08	FOXP2 ⁽²¹⁾
09	FCB JOBURG ⁽⁹⁾
10	TBWA\RAAD ⁽⁷⁾
11	GRID WORLDWIDE ⁽¹³⁾
12	VML SA ⁽¹¹⁾
13	DAVID KRYNAUW
14	OGILVY CAPE TOWN ⁽⁸⁾
15	REGENCY GLOBAL
16	J. WALTER THOMPSON KSA ⁽³⁰⁾
17	LEO BURNETT MEA
18	HAVAS JOHANNESBURG
19	MCCANN1886
20	DUKE ⁽²²⁾
21	SUNSHINE COLLECTIVE
22	THE ODD NUMBER ⁽²⁹⁾
23	SHOWMAX
24	LEO BURNETT ISRAEL ⁽²⁶⁾
25	MULLENLOWE MENA
26	ACCENTURE INTERACTIVE ⁽²⁷⁾
27	FUTURA
27	HOORAH DIGITAL CONSULTANCY
29	HORIZON FCB DUBAI ⁽²⁰⁾
30	PARSONS BRANDING

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.



OVERALL REGIONAL AGENCY GROUP 2019

6

RANK AGENCY

- 01** TBWA⁽¹⁾
- 02** OGILVY EMEA⁽²⁾
- 03** JOE PUBLIC UNITED⁽³⁾
- 04** BBDO⁽⁴⁾
- 05** FCB MEA⁽⁶⁾
- 06** M&C SAATCHI⁽⁷⁾
- 07** KING JAMES GROUP⁽⁵⁾
- 08** DENTSU GROUP⁽¹²⁾
- 09** VML⁽⁸⁾
- 10** LEO BURNETT⁽¹³⁾
- 11** J. WALTER THOMPSON MEA⁽¹¹⁾
- 12** HAVAS⁽¹⁷⁾
- 13** MULLENLOWE⁽¹⁹⁾
- 14** GREY⁽¹⁵⁾
- 15** DDB⁽¹⁹⁾

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



OVERALL RANKING BY AGENCY - SOUTH AFRICA 2019

RANK AGENCY

- 01** JOE PUBLIC UNITED ⁽¹⁾
- 02** OGILVY JOHANNESBURG ⁽⁵⁾
- 03** TBWA\HUNT LASCARIS JOHANNESBURG ⁽³⁾

- 04** M&C SAATCHI ABEL ⁽⁴⁾
- 05** KING JAMES GROUP ⁽²⁾
- 06** FOXP2 ⁽¹⁵⁾
- 07** FCB JOBURG ⁽⁷⁾
- 08** GRID WORLDWIDE ⁽¹⁰⁾
- 09** VML SA ⁽⁸⁾
- 10** DAVID KRYNAUW
- 11** OGILVY CAPE TOWN ⁽⁶⁾
- 12** REGENCY GLOBAL
- 13** HAVAS JOHANNESBURG
- 14** MCCANN1886
- 15** DUKE ⁽¹⁶⁾
- 16** SUNSHINE COLLECTIVE
- 17** THE ODD NUMBER ⁽²²⁾
- 18** SHOWMAX
- 19** ACCENTURE INTERACTIVE ⁽²⁰⁾
- 20** FUTURA
- 21** HOORAH DIGITAL CONSULTANCY
- 22** PARSONS BRANDING
- 23** GTB
- 24** MADE AGENCY
- 25** CARBON FILMS
- 26** FCB DURBAN ⁽¹⁸⁾
- 26** OPENFIELD MARKETING
- 28** GREY JOHANNESBURG ⁽²⁹⁾
- 29** PROMISE
- 30** SUNSHINEGUN ⁽¹⁷⁾
- 30** THE ET AL GROUP

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.



RANKING BY AGENCY - REGION EXCLUDING SOUTH AFRICA 2019

RANK AGENCY

01 TBWA\ISTANBUL ⁽³⁾
TURKEY

02 IMPACT BBDO ⁽¹⁾
UNITED ARAB EMIRATES

03 TBWA\RAAD ⁽²⁾
UNITED ARAB EMIRATES

04 J. WALTER THOMPSON KSA ⁽⁸⁾
SAUDI ARABIA

05 LEO BURNETT MEA
UNITED ARAB EMIRATES

06 LEO BURNETT ISRAEL ⁽⁷⁾
ISRAEL

07 MULLENLOWE MENA
UNITED ARAB EMIRATES

08 HORIZON FCB DUBAI ⁽⁵⁾
UNITED ARAB EMIRATES

09 J. WALTER THOMPSON CAIRO
EGYPT

10 SQUAD DIGITAL LTD
KENYA

11 RAPP MIDDLE EAST & AFRICA
UNITED ARAB EMIRATES

12 OGILVY AFRICA ⁽⁵⁾
KENYA

13 SCANAD KENYA ⁽⁴⁾
KENYA

14 ISOBAR KENYA ⁽¹³⁾
KENYA

15 ADVANTAGE Y&R ⁽¹⁰⁾
NAMIBIA

15 LANDOR
UNITED ARAB EMIRATES

15 NOAH'S ARK COMMUNICATIONS
NIGERIA

15 X3M IDEAS
NIGERIA

19 BBDO KENYA
KENYA

19 EXPRESS DDB KENYA
KENYA

19 HAVAS ME
UNITED ARAB EMIRATES

19 MULLENLOWE ISTANBUL
TURKEY

19 TRAFFIC DIGITAL
UNITED ARAB EMIRATES

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



RANKING BY AGENCY SIZE 2019

LARGE (85 OR MORE EMPLOYEES)

RANK AGENCY

- 01** JOE PUBLIC UNITED ⁽¹⁾
- 02** OGILVY JOHANNESBURG ⁽⁶⁾
- 03** TBWA\HUNT LASCARIS JOHANNESBURG ⁽⁴⁾

- 04** TBWA\ISTANBUL ⁽¹⁰⁾
- 05** IMPACT BBDO ⁽²⁾
- 06** M&C SAATCHI ABEL ⁽⁵⁾
- 07** KING JAMES GROUP ⁽³⁾
- 08** FCB JOBURG ⁽⁹⁾
- 09** TBWA\RAAD ⁽⁷⁾
- 10** VML SA ⁽¹¹⁾

MEDIUM (25 - 84 EMPLOYEES)

RANK AGENCY

- 01** FOXP2 ⁽⁵⁾
- 02** GRID WORLDWIDE ⁽²⁾
- 03** DAVID KRYNAUW

- 04** LEO BURNETT MEA
- 05** HAVAS JOHANNESBURG ⁽¹³⁾
- 06** LEO BURNETT ISRAEL ⁽⁷⁾
- 07** MULLENLOWE MENA
- 08** ACCENTURE INTERACTIVE ⁽⁸⁾
- 09** HOORAH DIGITAL CONSULTANCY
- 10** HORIZON FCB DUBAI ⁽⁴⁾



RANKING BY AGENCY SIZE 2019

10

SMALL (1 - 24 EMPLOYEES)

RANK AGENCY

01 REGENCY GLOBAL

02 DUKE ⁽³⁾

03 SUNSHINE COLLECTIVE

04 THE ODD NUMBER ⁽⁶⁾

05 FUTURA

06 PARSONS BRANDING

07 MADE AGENCY

08 CARBON FILMS

09 FCB DURBAN ⁽⁴⁾

10 ABNORMAL

10 AFRI MODERN

TOP EDUCATIONAL INSTITUTIONS 2019

RANK EDUCATIONAL INSTITUTION

01 VEGA ⁽³⁾

02 NORTH-WEST UNIVERSITY ⁽⁴⁾

03 THE OPEN WINDOW ⁽²⁾

04 STELLENBOSCH ACADEMY OF DESIGN AND PHOTOGRAPHY ⁽⁶⁾

05 AAA SCHOOL OF ADVERTISING ⁽¹⁾

06 UNIVERSITY OF JOHANNESBURG ⁽⁵⁾

07 NELSON MANDELA UNIVERSITY

08 AFDA

09 RED & YELLOW CREATIVE SCHOOL OF BUSINESS ⁽⁷⁾

10 GREENSIDE DESIGN CENTER

10 O2 ACADEMY LAGOS ⁽⁸⁾

Note: Compiled using only the Student category.



DESIGN 2019

RANK AGENCY

01 TBWA\ISTANBUL ⁽¹⁾

02 GRID WORLDWIDE ⁽⁶⁾

03 DAVID KRYNAUW

- 04** IMPACT BBDO ⁽⁴⁾
- 05** KING JAMES GROUP
- 06** FUTURA
- 07** FCB JOBURG ⁽⁹⁾
- 08** PARSONS BRANDING
- 09** TBWA\RAAD
- 10** HORIZON FCB DUBAI
- 11** SUNSHINEGUN ⁽⁷⁾
- 12** AFRI MODERN
- 13** DUKE
- 14** BLACK AFRICA
- 15** BITTERSUITE ⁽¹¹⁾
- 15** SWITCH

Note: Compiled using only the Design category.



DIGITAL 2019

12

RANK AGENCY

01 OGILVY JOHANNESBURG ⁽²⁾

02 KING JAMES GROUP ⁽¹⁾

03 TBWA\ISTANBUL

- 04** IMPACT BBDO ⁽³⁾
- 05** VML SA ⁽⁵⁾
- 06** TBWA\HUNT LASCARIS JOHANNESBURG ⁽⁴⁾
- 07** JOE PUBLIC UNITED ⁽¹⁵⁾
- 08** MADE AGENCY
- 09** OGILVY CAPE TOWN ⁽¹⁰⁾
- 10** GTB
- 11** PUBLICIS
- 12** RAPP MIDDLE EAST & AFRICA
- 13** DIGITAS LIQUORICE
- 14** PLUSNARRATIVE
- 15** BRANDTRUTH//DGTL
- 15** HELLOCOMPUTER ⁽¹³⁾
- 15** M&C SAATCHI ABEL ⁽⁶⁾
- 15** TBWA\HUNT LASCARIS DURBAN
- 15** TBWA\RAAD ⁽⁷⁾

Note: Compiled using only the Digital category.



FILM - PRODUCTION COMPANY 2019

13

RANK COMPANY

- 01** 0307 FILMS ⁽¹⁵⁾
- 02** THE STAR FILM COMPANY ⁽²⁾
- 03** GIANT FILMS ⁽¹²⁾
- 04** THEY SHOOT FILMS ⁽⁷⁾
- 05** PATRIOT FILMS
- 06** EGG FILMS ⁽¹¹⁾
- 07** HANZO FILMS FZE
- 08** DARLING FILMS ⁽⁴⁾
- 09** PLANK FILM PRODUCTIONS ⁽⁹⁾
- 10** PIGALLE FILMS (SPANISH)
- 11** DÉJÀ VU
- 12** CITY FILMS
- 13** OMRI PAZ PRODUCTIONS
- 14** SERITI FILMS
- 15** ROMANCE ⁽¹⁾

Note: Compiled using only the Film category.



FILM - EDITING COMPANY 2019

14

RANK COMPANY

01 DELIVERANCE POST ⁽¹⁾

02 THE UPSTAIRS LUDUS ⁽²⁾

03 STRANGELOVE

- 04** LEFT POST PRODUCTION ⁽³⁾
- 05** POST MODERN
- 06** NEW CREATION COLLECTIVE ⁽⁹⁾
- 07** PRIEST POST PRODUCTION
- 08** BLACKGINGER ⁽⁶⁾
- 08** THE CIRCLE POST PRODUCTION
- 10** 7FILMS
- 11** FUELCONTENT JOBURG
- 12** MUSHROOM MEDIA ⁽¹¹⁾
- 12** TESSA FORD POST PRODUCTION ⁽¹⁵⁾
- 14** QUIZZICAL PICTURES
- 15** 2+3 POST
- 15** ORCHESTRA BLUE

Note: Compiled using only the Film category.



FILM - POST PRODUCTION 2019

15

RANK COMPANY

01 THE UPSTAIRS LUDUS ⁽¹⁾

02 BLADEWORKS ⁽³⁾

03 STRANGELOVE ⁽⁸⁾

04	LEFT POST PRODUCTION ⁽⁴⁾
05	POST MODERN
06	CHOCOLATE TRIBE ⁽²⁾
07	2+3 POST PRODUCTION
08	WICKED PIXELS ⁽¹⁰⁾
09	TESSA FORD POST PRODUCTION ⁽¹²⁾
10	THE REFINERY
11	BLACK GINGER ⁽⁵⁾
12	INSPIRED MINORITY
12	THE MEDIA FARM
14	DELIVERANCE ⁽¹¹⁾
15	PRODUCTION ET AL

Note: Compiled using only the Film category.



FILM - RECORDING STUDIO 2019

16

RANK COMPANY

01 STERLING SOUND ⁽²⁾

02 PRODUCE SOUND ⁽¹⁾

03 TIGER FIGHT

- 04** THE WORKROOM ⁽⁸⁾
- 05** AUDIO MILITIA ⁽⁶⁾
- 06** HOWARD AUDIO
- 07** HEY PAPA LEGEND
- 08** WE LOVE JAM
- 09** PRESSURE COOKER
- 10** FINE TUNE STUDIO

Note: Compiled using only the Film category.

FILM - ANIMATION COMPANY 2019

RANK COMPANY

01 WICKED PIXELS ⁽⁷⁾

02 CHOCOLATE TRIBE ⁽¹⁾

03 BADSTACHE

- 04** KING JAMES DIGITAL
- 05** INSPIRED MINORITY
- 06** LUMA
- 07** FERAL CHILD
- 08** BLACK GINGER ⁽⁸⁾
- 08** FUELCONTENT
- 10** THE CIRCLE POST PRODUCTION

Note: Compiled using only the Film category.



DIGITAL AGENCY / PRODUCTION COMPANY 2019

17

RANK COMPANY

01 KING JAMES DIGITAL ⁽¹⁾

02 IMPACT PROXIMITY

03 WUNDERMAN

04 JOE PUBLIC CONNECT ⁽⁵⁾

05 MADE AGENCY

Note: Compiled using only the Digital category.

RADIO - RECORDING STUDIO 2019

RANK COMPANY

01 PRODUCE SOUND ⁽²⁾

02 STUDIJOE ⁽³⁾

03 MADHAUS MEDIA

04 THE WORKROOM ⁽⁷⁾

05 HEY PAPA LEGEND ⁽¹¹⁾

06 FREQ'NCY AUDIO

07 STERLING SOUND ⁽⁸⁾

08 WE LOVE JAM ⁽⁴⁾

09 AQUANOTE ⁽⁶⁾

Note: Compiled using only the Radio Communication category.



BRAND REPRESENTATIVE 2019

18

RANK NAME

01 CHANTAL SOMBONOS VAN TONDER (CHICKEN LICKEN)

02 JULIE GREEN (CITY LODGE)

03 KARABO RAMEETSE (PHILIPS & THE NELSON MANDELA FOUNDATION)

03 LUCY JONES (PHILIPS & THE NELSON MANDELA FOUNDATION)

05	DOUG PLACE (NANDO'S)
06	JUSTINE CULLINAN (COCA COLA)
07	MONALI SHAH (COCA COLA)
08	CLIFFORD COETZEE (COCA COLA)
08	MICHELLE CLOETE (COCA COLA)
08	NADEEM UZ ZAMAN (COCA COLA)
08	WONGIWE SIWISA (COCA COLA)
12	EMMA LIGHTOWLERS (28 TOO MANY)
13	MARK BUNNING (BBL SECURITY PRODUCTS)
14	SONJA SANDERS (SANLAM)
15	JASMYN PRETORIUS (KLEINE RIJKE)
15	JUANITA KOTZE (KLEINE RIJKE)
15	MERWELENE VAN DER MERWE (KLEINE RIJKE)
18	MARCUS TER HAAR (OKAVANGO DIAMOND COMPANY)
19	DINO CONSTANTINOU (SAINT)
20	ZIAD ABICHAKE (WASTE MANAGEMENT COALITION)



CHIEF
CREATIVE
OFFICER
2019

RANK NAME

01 PETE CASE

02 PEPE MARAIS

03 PETER KHOURY

- 04 XOLISA DYESHANA
- 05 ILKAY GÜRPINAR
- 06 PAUL SHEARER
- 07 NEO MASHIGO
- 08 ALISTAIR KING
- 09 NATHAN REDDY
- 10 RYAN MCMANUS
- 11 WALID KANAAN
- 12 JONATHAN DEEB
- 13 FRED LEVRON
- 14 MATT ROSS
- 15 SHANI KAY
- 16 CHAFIC HADDAD
- 17 BECHARA MOUZANNAR
- 18 STUART STOBBS
- 19 BRETT MORRIS
- 20 JOHN DAVENPORT



EXECUTIVE
CREATIVE
DIRECTOR
2019

RANK NAME

01 MARIANA O'KELLY

02 MATTHEW BARNES

03 CARL WILLOUGHBY

- 04 ROANNA WILLIAMS
- 05 ANDREW WHITEHOUSE
- 06 JUSTIN GOMES
- 07 DEVIN KENNEDY
- 08 DANIEL PINCH
- 09 GORDON RAY
- 10 MANUEL BORDE
- 11 PAUL HINCH
- 12 SPIKE KUNENE
- 13 MEGAN PERKS
- 14 YATISH NARSI
- 15 VOLKAN KARAKASOGLU
- 16 TSELISO RANGAKA
- 17 ADAM WHITEHOUSE
- 18 NICHOLAS WITTENBERG
- 19 MATT ROSS
- 20 SHANI KAY
- 21 RAYYAN AOUN
- 22 FOUAD ABDEL MALAK
- 23 ADAM WEBER
- 24 ANDRE NASSAR
- 25 ALI REZ
- 26 GARETH LESSING
- 27 FIONA O'CONNOR
- 28 STU TURNER
- 29 MIKE BEUKES
- 30 TERRY MCKENNA



CREATIVE DIRECTOR 2019

21

RANK NAME

01 STEPHANIE VAN NIEKERK

02 MOLEFI THULO

03 PETER LITTLE

- 04 MIKE MARTIN
- 05 AGISANANG MASEKELA
- 06 CLAUDI POTTER
- 07 ARKIN KAHYAOGU
- 08 LOGAN ALLANSON
- 09 MARIE CLAIRE MAALOUF
- 10 TRES COLACION
- 11 MARTIN SCHLUMPF
- 12 GREIG WATT
- 13 JOSHUA DE KOCK
- 14 JAN-HENDRIK LABUSHAGNE
- 15 SUHANA GORDHAN
- 16 DAMIAN BONSE
- 17 GREGORY KING
- 18 JARED OSMOND
- 19 SJ NAUDE
- 20 LIANA LIEBENBERG
- 21 SARAH BERRO
- 22 CATHERINE WANLISS
- 23 SANDEEP FERNANDES
- 24 WARWICK RAUTENBACH
- 25 MICHAEL LEES-ROLFE
- 26 MARKUS BOTHA
- 27 TERRY MCKENNA
- 28 JASYN HOWES
- 29 AMR WAGIH MERGAWI
- 30 AKHILESH BAGRI



AGENCY ART DIRECTOR 2019

22

RANK NAME

01 MARION BRYAN

02 COENRAAD GREBE

03 KAMOHELO CHAKELA

04	ANGELA KWAMONGWE
04	THANDO SILIMELA
06	MELISSA GRUNDLINGH
07	BEN GRIFFITHS
08	GIANCARLO RODAS
09	ÖNDER DÜNDAR
10	ENRICO MOTTI
11	GREIG WATT
12	WADE BARNES
13	JOSHUA DE KOCK
14	BIJOY PURAYIL
15	MPHELA MAMABOLO
16	TSHEPO MOGOROSI
17	ECE AKTÜRK
17	ECEM YURDAGÜL
17	ESMA SUNA ERDOGAN
20	JONATHAN WOLBERG
21	ELOISE TIMMIS
22	MOE KEKANA
23	DAMIAN BONSE
24	JEREMY MILLER
24	YASEEN MAHOMED
26	CHLOE IGO
27	KATLEGO BAAISTE
28	JITHESH NARAYANAN
28	MARCIO DOTI
30	ANDRE DE JAGER



WRITER 2019

23

RANK NAME

01 STEPHANIE VAN NIEKERK

02 ANDILE KHAMBULE

03 SANELE NGUBANE

04	SOPHIA BASCKIN
05	TSHEPO TUMAHOLE
06	MOHAMED ABDELKADER
07	UFUK ISIK
07	VEHBI BOZDAG
09	GALALETANG KGOATHE
10	SIMONE MILANI
11	JOSHUA DE KOCK
12	HARRY MACKENZIE
13	SARAH BERRO
14	WADE BARNES
15	PAUL FRADE
16	BILGIN AYDIN
17	ERDEM GÜLER
18	WERNER MARAIS
19	SUSAN VAN ROOYEN
20	LILIAN STRAUSS
21	EMMA DRUMMOND
22	SARAH FORBES
23	RANI AMAYRI
24	DANNYA BAIOCCHI
24	IRENE STYGER
24	TIM SPIRA
27	MBEU KAMBUWA
27	STEFAN SCHUTTE
29	DAVID KRUEGER
29	DOUG MACKAY



FILM DIRECTOR 2019

24

RANK NAME

01 KIM GELDENHUYS

02 TEBOGO MALOPE

03 GRANT DE SOUSA

04	ANTON VISSER
05	ZWELETHU RADEBE
06	PETER POHORSKY
07	SAM COLEMAN
08	KARIEN CHERRY
09	ARYASB FEIZ
10	TRISTAN HOLMES
11	SHAHIR ZAG
12	ZEE NTULI
13	JAD EID
14	TAL ZAGREBA
15	ERNEST NKOSI
15	JEANA THERON
17	ROSS GARRETT
18	GREG GRAY
19	ROB SMITH
20	CHLOE COETSEE
20	JOHN-HENRY OPPERMAN

Note: Compiled using only the Film category.



CINEMATOGRAPHER 2019

25

RANK NAME

01 ADAM BENTEL

02 FABIAN VETTIGER

03 ALARD DE SMIT

- 04 EUGENIO GALLI
- 05 EEB HAJEE
- 06 PAUL GILPIN
- 07 DEVIN TOSELLI
- 08 FRANZ LUSTIG
- 09 MOTHEO MOENG
- 10 MICHAEL CLEARY

Note: Compiled using only the Film category.

EDITOR 2019

RANK NAME

01 XANDER VAN DER WESTHUIZEN

02 GORDON MIDGLEY

03 EVY KATZ

- 04 ANDREW TRAILL
- 05 MARCELLE MOUTON
- 06 DELISA GOVENDER
- 06 KEVIN HOCKING
- 08 WILLIAM KALMER
- 09 STEPHEN DU PLESSIS
- 10 RICKY BOYD
- 11 ARYASB FEIZ
- 12 PAUL SPIERS
- 13 MATTHEW SWANPOEL
- 14 NEDA AHMED
- 15 MARGOT CHEDID

Note: Compiled using only the Film category.



PRODUCER 2019

RANK NAME

- 01** JO BARBER
- 02** ADAM CRAIG THAL
- 03** KSENIJA STRYDOM-MICIC
- 04** DARREN GORDON
- 04** SHANNON GLOYNE
- 06** ZAYD HALIM
- 07** CINDY GABRIEL
- 08** SASKIA ROSENBERG-HAAK
- 09** SEAMUS BAX
- 10** BEN KAUFMAN
- 10** LUCA TRIVULZIO
- 12** BORIS VOSSGATTER
- 13** DEENAN NAIDOO
- 14** MAYA WEGERIF
- 14** SAM BERSON
- 16** HIJAZ MOOSA
- 17** LAURA SAMPSON
- 18** GABRIELLA HARRIS
- 19** TESS TAMBOURLAS
- 20** LORRAINE SMIT
- 20** MELINA MCDONALD

Note: Compiled using only the Film category.



ANIMATOR 2019

27

RANK NAME

01 CASEY CHELCHINSKEY

01 TIAAN FRANKEN

03 DERIK VAN DER BERG

03 LIONEL GLENN EWAN

03 MICHAEL HOWARD

06 DELISA GOVENDER

07 CARL JEPPE

08 JANNES HENDRIKS

08 JOHAN SCHEEPERS

08 ROB VAN DEN BRAGT

11 GAVIN COETZEE

12 ARYASB FEIZ

13 DANIEL ZOELLER

14 HUGO PERDIZ

14 SAMANTHA VISSER

Note: Compiled using only the Film category.



ART DIRECTOR / STYLIST 2019

RANK NAME

- 01 WILL BOYES**
- 02 BOBBY CARDOSO**
- 03 BRONWYN CRUZ**

- 04 BLACK GINGER
- 05 ELTON CAMPBELL
- 06 KEENAN MCADAM
- 07 BEE DIAMONDHEAD
- 08 THOMAS VAN DYK
- 09 KEZIA EALES
- 10 FRED FABREGA
- 11 FRANCOIS FERREIRA
- 12 AHMED NAWARA
- 12 JOE ABOU-KHALE
- 12 NOUSHAD PATHIYATT
- 15 ADI KOEN
- 16 HAMIDREZA SHEYKH
- 17 SAMAR MINALLAH KHAN
- 18 BEN WIID
- 19 LETHABO MABOI
- 20 GABRIELLE DE GERSIGNY
- 20 WIGWAM



DESIGNER 2019

29

RANK NAME

01 ÖNDER DÜNDAR

02 DAVID KRYNAUW

02 JASMYN PRETORIUS

04	SERENA VAN BAALEN
05	JAN-HENDRIK LABUSHAGNE
06	KYLE KEMINK
07	LLOYD CAREY
07	SARISHA PADAYACHY
09	AHMED NAWARA
10	SJ NAUDE
11	ALEX VAN RENSBURG
11	ALEXANDRA ADLER
11	CAITI WARD
11	JARED GOWER
11	JASON SACKS
11	LERATO KHANYE
17	ANNE EMBY
17	MATHOKOZA NHLAPO
19	BONOLO HELEN CHEPAPE
20	BERNADO MORIERA MORIERA
20	KABELO KUNGWANE
20	STEPHANUS NAUDE
20	TESSA WAGENAAR
20	WANDA LEPHOTO
25	MICHELLE BARON
26	CANDICE BONDI
27	BEN GRIFFITHS
28	FADI AWWAD
28	MEI LEE
28	MERCIA MAREE
28	MUHAMMAD ABID
28	THABANG LEHOBYE

Note: Compiled using only the Design category.



ILLUSTRATOR 2019

30

RANK NAME

- 01** JOHNNY ALLISON
- 01** LUCINDA JORDAAN
- 01** MARCELLE LABUSCHAGNE
- 01** SARITA IMMELMAN

- 05 KADE KHAN
- 06 ABDELGHANY SHOAIR
- 07 SHAUN HILL
- 08 CAROLINE VOS
- 09 FRESH HELGA
- 10 HEIDI CHISHOLM
- 10 MIGUEL ORFAO
- 12 KERRY MAGGS
- 12 KYLE LIGHT
- 12 MUTI
- 12 NONTOKOZO TSHABALALA



INFORMATION ARCHITECT / UX DESIGNER 2019

RANK NAME

01 GENIE BOTHA

02 AMORI GERBER

02 GREGORY KING

04	MARION BRYAN
04	TK OLIPHANT
06	MARC VILLERES
06	MUAATH ALI
08	WUNDERMAN
09	GRAHAM PATERSON
10	ANDRÉ LOPION

Note: Compiled using only the Digital category.



SOUND DESIGNER 2019

RANK NAME

- 01 LOUIS ENSLIN**
- 02 LORENS PERSSON**
- 03 SERGIO DA CRUZ**

- 04 SEAN WILLIAMS
- 05 STEPHEN WEBSTER
- 06 STEVE GOUNARIS
- 07 MORGAN JOHNSON
- 08 CHRIS LACO
- 09 SHO MADJOZI
- 10 TYMON SMITH
- 11 NICOLAAS VAN REENEN
- 12 KITSO MOREMI
- 13 MYLES MCDONALD
- 14 PAUL GEDDES
- 15 BASHAR NAJJAR



MUSIC COMPOSER 2019

33

RANK NAME

01 GRANT SISSONS @BIBLO.TV

01 KIDWITHAMATCH

01 MAN ON THE HILL

04	LOUIS ENSLIN
05	SOPHIA BASKIN
06	TIGER FIGHT
07	AUDIO MILITIA
08	NICOLAAS VAN REENEN
09	RENE AUBREY
10	GRANT BOOTH
11	SHO MADJOZI
12	GREG DOMBROWSKI
12	SECESSION STUDIOS
14	DANIEL MATHEE
15	JAMES MATHEE

MUSIC SUPERVISOR 2019

RANK NAME

01 MUSICBOX PUBLISHING

02 KAVEH ABEDIN

03 PULSE

04	DJ MAPHORISA
04	LELAND
04	MICHAEL BOTHA
07	MARC ALGRANTI



PHOTOGRAPHER 2019

34

RANK NAME

01 DAVID PRIOR
01 DREW SOGLO
01 JONO WOOD
01 MARC SHOUL
01 WILLIAM MAJAJA

06 FIRAT MERIÇ
07 PAUL SAMUELS
08 CLIVE STEWART
09 NICOLAAS VAN REENEN
10 CARLOS FEYDER



PROGRAMMER / SOFTWARE DEV 2019

35

RANK NAME

01 ANNERIA DU PLESSIS

01 PETE BLASZKIEWICZ

03 DREW NADIN

03 GRAHAM TALBOT

03 WILL ROOS

06 LES-RAE SUPERMAN

06 SURESH KUMAR

08 MAX SIBANDE

09 BRENDAN GIBB

10 DANIEL SCHOEMAN

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



STRATEGIST 2019

36

RANK NAME

01 LEIGH TAYLER

02 CANDICE BLUMENTHAL

03 NEO MAKHELE

04 ROSEMARY BARONETTI
05 MHLABA MOABI
06 MEGAN CLAUSEN
07 JASON FINKELSTEIN
07 JOHANNES KEIPER
07 KEKE MAHLELEBE
10 KABELO LEHLONGWANE
10 SANDISELWE GAMEDE
12 NOOR HASSANEIN
13 REMIE ABDO
14 ZOE KATZ
15 BEN SHAPIRO
16 JOSIE FISHER
17 MATT QUARTA
18 GABI BERNSTEIN
19 DANA ALKUTOUBI
20 ASSAM KHALID



ACCOUNT MANAGEMENT 2019

37

RANK NAME

01 FIRDOUS OSMAN

02 AMBER MACKEURTAN

03 ROMNEY FORTESCUE

04	DEBBIE PIENAAR
05	ELA BILGISEL
06	MARK JOHN FRARA
07	NADINE GOVENDER
08	EMMA JANE RANDALL
09	BIRGÜL ÇAVUSOGLU
10	SALMA SHAHIN
11	ASBO OFORI-AMANFO
12	TIMOTHY YOUNG
13	CRETIENNE VORSTER
13	MERUSHKA PILLAY
13	STRUAN DE BELLELAY-BOURQUIN
16	KIRSTEN BOHLE
17	AYÇA DEMIRBAS
17	BURÇIN BIRIM
17	YEKTA ELVIN ÖNCEL
20	JUANITA PARKINS
20	VUYISA NDLELE
22	TERNIEL RAMLAH
23	KAYLIN MENDES
23	SAMUKELISIWE MBATHA
23	THOMAS BERTI



STUDENT 2019

38

RANK NAME

01 VINI XAVIER

02 CARA BRAUCKMAN

03 TSHEGO KWELE

04	JOHANNÉ VENTER
05	JUSTINE CLYDE
05	ROXANNE SCHOON
07	AMY TJASINK
07	CLARISE BENADÉ
07	ESTIENE ETSEBETH
07	JASMIN JOHNSON
11	IZABEL BARKHUIZEN
12	CHRISTI-LEE DU PLESSIS
13	BATHABILE XABA
13	LEBOHANG MACHITJE
15	COURTNEY HODGSON
16	KELSEY CLOETE
17	CHRISTIAN BOTHA
17	KYLE GOUNDEN
17	MONTANA ROSS
17	STUART SMITH

Note: Compiled using only the Student category.



LECTURER 2019

39

RANK NAME

01 CHRISTIAAN GRAAFF

02 DARREN MELTZ

03 MATHEW MJINDI

04	MARINA HERBST
05	MAAIKE BAKKER
06	MANDY SPEECHLY
07	SALLY JOUBERT
08	JAYNE ROBERTSON
09	GAWIE JOUBERT
09	JODY SIMPSON
09	SIOBHAN GUNNING
12	WESSIE VAN DER WESTHUIZEN
13	JO-ANN CHAN
14	ILSE MULLER
15	CARMEN KOETJE

Note: Compiled using only the Student category.



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 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. WHAT'S NEW IN 2019:

The Music and Sound Composition category was divided into Sound Designer, Music Composer and Music Supervisor.

Renamed categories include: Design (previously Communication Design), Digital (previously Digital/Interactive Communication), and Film Director (previously Director).

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 finalists (to a maximum of 45 points for finalists).

5. CAMPAIGN ENTRIES GET 1.5x POINTS:

All campaign categories will be awarded 1.5 times the points. The following categories are defined as campaign categories: 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 x 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. For example, 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 any 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 his/her 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.

PLEASE NOTE:

The Official Rankings are calculated based on the information provided. While the Loeries goes to great lengths to check and correct information, such as duplicate spellings, the onus is on the entrants to ensure the correct companies and individuals have been appropriately credited.



ABOUT LOERIES AFRICA MIDDLE EAST

2019

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

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

The Loeries is the only award across Africa and the Middle East that informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the prestigious Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

Major partners of the Loeries

DStv Media Sales, Gearhouse

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THANK YOU

WE COULDN'T HAVE DONE IT WITHOUT YOU

Thank you to all the people who worked tirelessly behind the scenes that make up the Loeries. Without you, none of this would have been possible.

A special thank you to the major partners of the Loeries 2019 – **DStv Media Sales** and **Gearhouse Group**. And a big thanks to all our other partners, whose combined support is vital to the continued success of the Loeries as a not-for-profit organisation.

Thank you to **Mama Creative** for the beautiful design and layout of this publication.

And lastly, thanks to **Mortimer Offset** for the printing of these Official Rankings, and **Kalideck Antalis** for providing the paper.