

Slow and steady as SA and the Middle East agencies bring home more Lions



By Danette Breitenbach

21 Jun 2023

Slow and steady as South Africa and the Middle East agencies bring home more Lions, with Leo Burnett, Lebanon, together with / Remie AKL Production Beirut / MTV - Studiovision awarded a Gold Lion for *Dirty Laundry* for the Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO.



Source: © Gerety Awards Gerety Awards

With two more Silver Lions awarded and five Bronze Lions in the Craft and the Entertainment categories, SA agencies FCB Africa, Grid Worldwide and Ogilvy SA and Middle East agencies _ And Us and FP7 McCann (each receiving two Lions) all received Lions in the Craft and Entertainment categories.

Rebrand / Refresh of an existing brand					
Special Editions & bespoke items	Bronze Lion	One Star Cookbook, delivered quality guaranteed, _ And Us, Dubai UAE			
UX, UI & Journey design					
Sustainable packaging	Bronze Lion	Bee & Bee Inverroche, Inverroche Classic, Grid Worldwide, Johannesburg SA			
Outdoor	Silver Lion	The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy Cape Town, SA			
Packaging design	Bronze Lion	Ketch-up & Down, Heinz, Heinz Ketchup, FP7 McCann, Dubai UAE			
Fiction Film: Up to 5 minutes					
Use of Original Composition	Bronze Lion	Frequencies of Peace, Baby Shop, FP7 McCann, Dubai UAE			
	an existing brand Special Editions & bespoke items UX, UI & Journey design Sustainable packaging Outdoor Packaging design Fiction Film: Up to 5 minutes Use of Original	an existing brand Lion Special Editions & Bronze bespoke items Lion UX, UI & Journey Bronze Lion Sustainable Bronze Lion Outdoor Silver Lion Packaging design Bronze Lion Fiction Film: Up to 5 minutes Cold Bronze Bronze Lion Use of Original Bronze Bronze	an existing brand Lion SA Special Editions & Bronze bespoke items UX, UI & Journey design Bronze Lion Bronze Lion Bronze Lion Bronze Lion The Undeniable Street View, United 24, Nova Ukraine, Voice of Children, Boctok SO, The Undeniable Street view, And Us, Dubai UAE Sustainable Bronze Lion Bronze Lion Bronze Lion Bronze Lion Bronze Lion Bronze Lion The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy Cape Town, SA Packaging design Bronze Lion Br	an existing brand Lion SA Special Editions & Bronze bespoke items UX, UI & Journey design Bronze Lion Bronze Brequencies of Peace Baby Shop FP7 McCann Dubai UAE Frequencies of Peace Baby Shop FP7 McCann Dubai UAE Frequencies of Peace Baby Shop FP7 McCann Dubai UAE Frequencies of Peace Baby Shop FP7 McCann Dubai UAE Frequencies of Peace Baby Shop FP7 McCann Dubai UAE	an existing brand Lion SA Special Editions & Bronze bespoke items UX, UI & Journey design Bronze Lion Bronze Lion The Undeniable Street View, United 24, Nova Ukraine, Voice of Children, Boctok SO, The Undeniable Street view, And Us, Dubai UAE Bronze Lion The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy Cape Town, SA Fackaging design Bronze Lion Dirty Laundry, Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO, Leo Burnett, Beirut Lebanon, / Remie AKL Production Beirut / MTV - Studiovision, Beirut Bronze Frequencies of Peace Baby Shop FP7 McCann Dubai UAF



#Cannes2023: UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion

Danette Breitenbach 20 Jun 2023

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial JournalismfromWits.

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