

Ogilvy wins Loeries 2018 in marathon style

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Ogilvy South Africa took home 23 statues from the 2018 Loeries held in Durban, including its eighth Grand Prix in a row. The group's awards tally was led by an exceptional performance from Ogilvy Johannesburg, which claimed the Grand Prix in Film Communication for Kimberly-Clark "The World's First Baby Marathon".



Winning work for Ogilvy came from a range of clients including Kimberly-Clark, AB inBev, OMO, Volkswagen, KFC and Vodacom.

Ogilvy South Africa CCO Pete Case adds, "What an amazing achievement for our teams and clients. Our ability to consistently deliver multiple gold and Grand Prix at Loeries is a wonderful achievement for us all. Congratulations to all the winners this weekend and most especially Kimberly-Clark for bringing the biggest statue home with us. Looking at the work we won for, it's certainly a proud time to be in this industry."



Ogilvy SA CEO Alistair Mokoena adds: “Our client relationships are driven by only one thing, and that is the power of creative excellence to deliver commercial value. We are thrilled that the ideas that have created value for our clients are being recognised by our peers this weekend at the Loeries Awards.”

Winning work was placed in a wide range of categories including: data driven marketing, shared value, creative use of paper, digital, media innovation, live activations, radio, film, craft and integrated.

The Kimberly-Clark “The World’s First Baby Marathon” Grand Prix case study can be viewed here:

<https://vimeo.com/275092433>.

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Ogilvy South Africa



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