

# Bizcommunity to amplify *Financial Mail* AdFocus Awards

Issued by [Bizcommunity.com](http://Bizcommunity.com)

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Attention ad lovers - diarise Wednesday, 23 November, at around 6pm to follow Bizcommunity's tweets, to reveal which ad agencies will have walked away from this week's *Financial Mail* AdFocus Awards with the coveted Agency of the Year titles.



As usual there is much anticipation as to who will get to own categories such as large-, medium-, small-, media-, specialist-, PR, etc. for 2016.

According to the organisers, the annual awards not only award the best of the best in the industry, but are also a reflection of the industry itself.

Ann Nurock, Africa partner at Relationship Audits and former CEO of Grey South Africa/ Canada, will cover the event on Bizcommunity's behalf. Nurock says you can't underestimate the importance of these awards in terms of their reputation-building benefits and new business enquiries.

This year, the new Public Relations category replaces Branding & Design, whose agencies now compete for the Specialist award. Also new this year is the sponsorship of the Partnership of the Year Award of a R100,000 of client-agency performance measurement consultancy by new sponsor, The Observatory International.

*Financial Mail* AdFocus Awards categories and shortlist:

## ***Large Advertising Agency***

FCB Johannesburg  
Joe Public  
M&C Saatchi Abel  
Ogilvy & Mather Cape Town

## ***Medium Advertising Agency***

Avatar  
Havas Worldwide  
Net#work BBDO

Ofyt  
The Jupiter Drawing Room Cape Town

### ***Small Advertising Agency***

FoxP2 Cape Town  
House of Brave  
Openco  
Riverbed

### ***Media Agency***

Alphabet Soup  
Initiative Media  
Mediology  
PHD  
The MediaShop

### ***Specialist Agency***

Actuate  
Demographica  
Grid  
Playmakers

### ***Public Relations***

Burson-Marsteller  
Joe Public Engage  
Ogilvy PR

### ***Digital***

Hellocomputer  
Native VML

### ***Partnership of the Year***

FCB Johannesburg & Toyota  
King James & Santam  
M&C Saatchi Abel & Heineken  
The Hardy Boys & SA Home Loans

### ***Student of the Year***

Carina Bonse, Red & Yellow School  
Carel Pretorius, Stellenbosch Academy of Design & Photography  
Michelle van Sittert, Stellenbosch Academy of Design & Photography

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