

South Africa's 2011 Pencil Rankings

The 2011 Pencil Rankings, a partnership of The One Club and D&AD, were updated over the weekend to include this year's D&AD results. The Pencil Rankings are based entirely on how creative work has performed in the two awards shows.



2011 Pencil Rankings South Africa

Category	(Highest) Ranking	Agency	Points
Agency	44	Ogilvy Johannesburg	48
Agency/Advertising	28	Ogilvy Johannesburg	48
Agency/Design	joint 10 with four others	The Jupiter Drawing Room (South Africa)	40
Agency/Interactive	130	Ogilvy Cape Town	2
Client			
Country	9	South Africa	308 (54 winning pieces)

2011 Agency: [regional filter South Africa](#)

Rank	Agency	Total points
1	Ogilvy Johannesburg	48
2	The Jupiter Drawing Room South Africa	44
3	TBWA\Hunt\Lascaris Johannesburg	43
4	Ogilvy Cape Town	27
5	Harry & Co.	25
6	Ireland Davenport	19
7	Grid Worldwide Branding and Design	17
7	JWT Johannesburg	17
9	FoxP2	15
10	Lowe Bull Cape Town	10
11	Draftfcb Johannesburg	8
12	Y&R South Africa	7
13	Net#work BBDO Johannesburg	6
14	140 BBDO	4
14	Y&R Johannesburg	4
16	Bouffant Films	2
16	DDB South Africa	2
16	Draftfcb Cape Town	2
16	Joe Public	2
16	King James	2
16	singh&sons	2

16	Velocity Films	2
----	----------------	---

2011 Advertising agency: [regional filter South Africa](#)

Rank	Agency	Total points
1	Ogilvy Johannesburg	48
2	TBWA\Hunt\Lascais Johannesburg	39
3	Ogilvy Cape Town	25
4	JWT Johannesburg	17
5	FoxP2	15
6	Lowe Bull Cape Town	10
7	Draftfcb Johannesburg	8
8	Net#work BBDO Johannesburg	6
9	140 BBDO	4
9	Ireland Davenport	4
9	The Jupiter Drawing Room South Africa	4
9	Y&R Johannesburg	4
13	Bouffant Films	2
13	DDB South Africa	2
13	King James	2
13	singh&sons	2
13	Velocity Films	2

2011 Design agency: [regional filter South Africa](#)

Rank	Agency	Total points
1	The Jupiter Drawing Room South Africa	40
2	Grid Worldwide Branding and Design	17
3	Ireland Davenport	15
4	Y&R South Africa	7
5	TBWA\Hunt\Lascais Johannesburg	4
6	Draftfcb Cape Town	2
6	Joe Public	2

2011 Interactive agency: [regional filter South Africa](#)

Rank	Agency	Total points
1	Ogilvy Cape Town	2

For more:

- Bizcommunity Search: [Pencil Rankings](#)
- Pencil Rankings: <http://pencilrankings.org>
- Google News Search: ["Pencil Rankings"](#)
- Twitter Search: ["Pencil Rankings"](#)

For more, visit: <https://www.bizcommunity.com>