

# Cape Town shines at 33rd annual Loeries

By  Herman Manson: @marklives

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The 2011 Loerie Awards are done and dusted (no pun intended), with Cape Town agencies grabbing three of the top five (first, third and fifth) spots on the official overall ranking table. Two of the three Grands Prix were awarded to Cape-based agencies. [video] [\[twitterfall\]](#)



Cape-Town-based FoxP2 leaps back to the top of the rankings, largely on the back of its creatively successful ['Love To Meet You'](#) campaign for Brandhouse, which was also the most-awarded brand at the annual advertising industry back-slap. It also won praise for its launch campaign for Frank.net.

Brandhouse: Love to Meet You

HelloComputer, also in Cape Town, ~~became the first digital agency to win a Grand Prix at the Loeries~~ won for a Digital Grand Prix its Applications & Interactive Tools entry for Musica, ['The Flo Browser'](#).

Ogilvy Cape Town won a Grand Prix for its Live Activations entry for Volkswagen, ['Marching Band'](#).

The final Grand Prix went to Net#work BBDO in the Radio Commercial Campaign category for Mercedes-Benz, 'New Friends'.

Mercedes-Benz: Bud

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Mercedes-Benz: Love

Mercedes-Benz: Toby

Net#work BBDO found success with its campaigns for Mercedes-Benz, which also emerged as the second most-awarded brand at the Loeries. The same Loerie-winning campaign had won a [Radio Grand Prix](#) at the 2011 Cannes Lions for what *Adweek* describes as ["a set of creepy-comic ads"](#) promoting Mercedes-Benz's accident-avoidance features.

Ogilvy Cape Town took third place on the rankings, and its Grand Prix, for the campaigns it created for Volkswagen. It also produced winning work for Kraft and the Sea Rescue Institute.

TBWA\Hunt\Lascaris Johannesburg, which swept ad award ceremonies in 2009 with its "Trillion Dollar Billboard" campaign for *The Zimbabwean*, took sixth place on the overall rankings. Its follow-up campaign for *The Zimbabwean* handed it only three Silvers.

### **King James barely noted by judges**

King James, which dominated the Loeries last year and ranked first place on the overall table last year, hardly registered this year. Its work for Kulula.com and Allan Gray, usually sure-fire award-winners, were barely noted by the judges.

It shows that award success (or lack thereof) doesn't necessarily mirror what is happening at an agency. King James is on a [success streak](#) with McCain, British Airways (King James already holds the account for sister airline kulula.com) and short-term insurer Santam (strategic lead and above-the-line), all signing up as clients over the course of the last year. It has also bagged the whole of the Parmalat account, won the Pan-African Johnnie Walker business of the global "Keep Walking" campaign, the consolidated Nashua account and the Galaxy business. The agency was also named *AdReview* Agency of the Year in 2011 by Tony Koenderman. Alistair King didn't cry himself to sleep last night.

Quirk, which is building itself into a hugely successful digital agency, didn't feature at the awards either. With revenues nearing R100 million this financial year, marketers seem to be voting this agency a different sort of award.

### **Ranking tables**

Joe Public, also on a [successful account-winning streak](#), has similarly fallen off the top 10 ranking table since last year, while DDB South Africa and McCann Erickson has clambered up, thanks to successful campaigns for McDonalds and 8ta respectively.

140 BBDO, formerly Net#work BBDO Cape Town, caught attention with its innovative interactive print advert for Mercedes-Benz, as well as its digital solutions for *Visi* magazine (alongside Native). M&C Saatchi Abel made a respectable debut at the Loeries with a Campaign Gold in the Direct & PR Communication category for its [repositioning of Mr Delivery as Mr D](#).

Overall, the event itself was much slicker (and shorter) than it was last year, achieved through cutting back on the entertainment. The Cape Town International Convention Centre (CTICC) is surely one of the city's better investments. First night MC was Riaan "I'm on a stage" Cruywagen ([@RiaanCruywagen](#)) (who had also been used in the [2009 Pendering awards campaign](#)) and second night was David "The Hoff" Hasselhoff ([@davidhasselhoff](#)).

### **Shifting away**

With the ceremony over, I for one cannot help but feel that the industry is [shifting away](#) from judging their peers based on award results.

King James is a case in point; Joe Public, with its innovative initiative to help every willing client to search for the core purpose of their business, is another; or Saatchi & Saatchi Cape Town, which is rekindling its creative spirit. None of these agencies made a huge splash at the awards show; nobody doubts their influence in this industry - everybody is talking about what they are busy doing.

At the same time, nobody doubts the creative credentials of TBWA\Hunt\Lascaris, even if it hadn't been able to match (even by a long shot) its award success for the Trillion Dollar Campaign.

### **Stranding the egos**

The Great Recession is stranding the egos. As an industry advertising is looking at alternative ways to judge industry and business success (like those 300-400 new CVs passing through Quirk every month), awards are becoming an ever-smaller part of a larger parcel, allowing agencies to use a broader set of tools to build their reputations.

For many, it will come as a relief to no longer be held hostage by award success as the sole arbiter of agency and industry respect.

## Overall rankings

By agency	By agency size		
	Large (100+ employees)	Medium (41-99)	Small (1-40)
1. FoxP2	1. Ogilvy Cape Town	1. Net#work BBDO	1. FoxP2
2. Net#work BBDO	2. TBWA\Hunt\Lascaris Johannesburg	2. DDB South Africa	2. HelloComputer
3. Ogilvy Cape Town	3. The Jupiter Drawing Room South Africa (Cape Town)	3. McCann Erickson	3. Gloo Digital Design
4. DDB South Africa	4. Drafftcb Johannesburg	4. Ireland/Davenport	4. 140 BBDO
5. The Jupiter Drawing Room South Africa (Cape Town)	5. Ogilvy Johannesburg	5. Saatchi & Saatchi	5. Makeka Design Lab
6. TBWA\Hunt\Lascaris Johannesburg			
7. McCann Erickson			
8. Drafftcb Johannesburg			
9. Ogilvy Johannesburg			
10. 140 BBDO			

Note: The agency ranking by size includes traditional agencies, digital agencies and communication design agencies.

By brand	By digital agency	By film production agency	By communication design
1. Brandhouse	1. HelloComputer	1. Velocity Films	1. The Jupiter Drawing Room South Africa (Cape Town)
2. Mercedes-Benz	2. Gloo Digital Design	2. Picture Tree	2. Net#work BBDO
3. McDonalds	3. NATIVE	3. Egg Films	3. Makeka Design Lab
4. Volkswagen	4. Pixel Project	4. Fundi Films	4. Grid Worldwide Branding
5. Musica	5. Prezence	5. 14 10th Street	5. Joe Public
6. 8ta	6. Digital Fabric	6. Orange Films	6. Cross Colours
7. Endangered Wildlife Trust (EWT)	7. Leftfield	7. Hotel de Ville	7. In the beginning
8. Frank.net	8. Strike Media	8. Bouffant	7. JWT Cape Town
9. BP South Africa		9. humanoid@eggfilms	9. Saatchi & Saatchi
9. The Zimbabwean		9. Plank Films	10. Injozi
			10. The Flying Dutchman

## Creative Circle members

Agency groups	Individual agencies
1. BBDO (JHB/CT/studio4332)	1. FoxP2
2. Ogilvy (JHB/CT)	2. Net#Work BBDO
3. FoxP2	3. Ogilvy Cape Town
4. TBWA\Hunt\Lascaris (JHB/CT)	4. DDB South Africa
5. DDB South Africa	5. The Jupiter Drawing Room South Africa (Cape Town)
6. The Jupiter Drawing Room South Africa (JHB/CT)	6. TBWA\Hunt\Lascaris Johannesburg
7. McCann Erickson	7. McCann Erickson
8. Drafftcb Johannesburg	8. Drafftcb Johannesburg
9. Ireland/Davenport	9. Ogilvy Johannesburg
10. King James (CT/atmosphere/RSVP)	10. 140 BBDO
11. Saatchi & Saatchi	11. Ireland/Davenport
12. M&C Saatchi Abel	12. King James
13. Volcano Advertising	13. Saatchi & Saatchi
14. Y&R South Africa	14. M&C Saatchi Abel

15. Joe Public	15. Volcano Advertising
16. JWT (JHB/CT)	16. Y&R South Africa
17. Grid Worldwide Branding	17. Joe Public
18. Black River FC	18. Grid Worldwide Branding
18. Cross Colours	19. TBWA\Hunt\Lascaris Cape Town
18. MetropolitanRepublic	20. Black River FC
21. Bester Burke	20. Cross Colours
22. Lowe Bull (JHB/CT)	20. MetropolitanRepublic
23. Grey South Africa	23. Bester Burke
24. Hello World	23. JWT Cape Town
24. Openco	25. JWT Johannesburg
24. OwenKessel	26. Grey South Africa
24. singh&sons	26. Lowe Bull Cape Town
	26. The Jupiter Drawing Room South Africa (Johannesburg)
	29. Lowe Bull
	30. Hello World
	30. Leftfield
	30. Openco
	30. OwenKessel
	30. singh&sons

Note: All Creative Circle members are listed in this table. Agency grouping is done in collaboration with the Creative Circle.

### The numbers behind the 2011 Loerie Awards

	All	Student	Professional
Entries	2867	361	2506
Prof non-craft entries		1809	
Prof craft entries		697	
Finalists	969	176	793
Grand Prix	3	0	3
Gold	23	5	18
Silver	52	10	42
Bronze	111	21	90
Craft Gold	12	1	11
Craft Certificate	29	3	26

#### For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)
- Loeries: [www.theloerieawards.co.za](http://www.theloerieawards.co.za)
- Facebook: [The Loerie Awards page](#)
- Twitter: [@loeries](#), [@ididthatad](#), [@LoeriesGoBeyond](#)
- Twitter Search: [Loerie OR Loeries OR Loeries2011](#)
- YouTube: [www.youtube.com/loerieawards](http://www.youtube.com/loerieawards)
- Google News Search: [Loerie](#)
- Zoopy: [www.zoopy.co.za/loeries](http://www.zoopy.co.za/loeries)
- Winners interviews: [www.adlip.co.za](http://www.adlip.co.za)

Corrected at 11.08am on 19 September 2011. Tinderbox Interactive Cape Town won the first Loeries Digital Grand Prix in 1998 for its self-promotional piece titled 'thinking multimedia' in 1998. In 2008, Net#work BBDO and Gloo Digital Design's 'Youngblood5' in Experiential Digital Mixed-Media became the first Digital Grand Prix awarded since the formation of the Loerie Awards as an independent association in 2005. Bizcommunity.com apologises for the error.

*Flo Browser video added at 5.31pm on 19 September 2011.*

## ABOUT HERMAN MANSON: @MARKLIVES

The inaugural Vodacom Social Media Journalist of the Year in 2011, Herman Manson (@marklives) is a business journalist and media commentator who edits industry news site [www.marklives.com](http://www.marklives.com). His writing has appeared in newspapers and magazines locally and abroad, including [Bizcommunity.com](http://Bizcommunity.com). He also co-founded *Brand* magazine.

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