

Saturday night live: Highlights from the Loeries

By Staff Reporter 22 Sep 2013

Cape Town agency Ogilvy & Mather topped the table at the first night of the Loeries with a total of 15 awards. This included scooping one of the two Grand Prix for their Volkswagen Street Quest campaign in the Digital and Interactive - Social Media category.

Grand Prix winners



Street Quest harnessed multiple digital platforms such as Google street view, Facebook and mobile technology to run an online game to find as many VWs as possible in the photos. The aim was to establish the brand's long and intrinsic ties to South African culture. The results spoke for themselves and generated more than 400,000 pins during the four-week competition, which even got an endorsement from Google.

The growing impact of digital media on brand communication is evident, and O&M seems set to dominate this space. Besides the Grand Prix, The agency won another gold in the social media category with the "Send your Facebook to Cape Town" campaign for Cape Town Tourism and seven honourable mentions in an assortment of other digital categories.

"Digital is a race to the middle, and it's very satisfying to know that a full-service agency can do digital better than a specialist," says Chris Gotz, O&M Executive Creative Director.

"In South Africa and Africa in general, we are very hard on ourselves when it comes to digital compared to the global space. We are not as adept as the rest of the world, there are other contributors that have an impact such as bandwidth, but we're growing in leaps and bounds."



The Saturday Red Carpet, Pre and Post Awards at CTICC on 21 September 2013. (Image: 2013 Loerie Awards)

"We have proven world-class credentials in conventional media like print and radio, which are particularly important in the African market, and can apply them to being creative in digital." He expanded on the rest of the awards O&M won, saying it was a mixed bag and that winning the Grand Prix for a digital category was a culmination of years of work to become a full service agency. "At the same time we can't forget the traditional forms of communication."

The other Grand Prix winner can only be described as the polar opposite to the fast-paced world of digital as possible. Engen's Fire Blanket Calendar campaign secured the top prize for Drafftcb Cape Town and gold in the alternative media & field marketing category.



Roeland Street rocked! The Velocity Party at 62 Roeland Street on 21 September 2013 in Cape Town. (Image: 2013 Loerie Awards)

In this case, the agency took the petrol company's paraffin education paper calendar and evolved it by adding the practical application of a fire blanket. Fires caused by paraffin appliances and candles are devastating when they rage through the informal settlements endemic in all big cities. The blanket is designed to retard the spread of the fire, quickly and effectively at its cause.

Mike Barnwell, Executive Creative Director at Draftfcb, says: "A fire blanket costs more to produce than rolling out conventional paper calendars, but the idea is that by stemming one or two shack fires we can potentially save many lives."

Ubuntu Award

In its fourth year, the Ubuntu Award for Sustainable Marketing recognises the positive influence of brands on the social and physical environment and rewards collective creative effort that has gone into promoting the long-term sustainability of the environment and uplifting communities.



Well, they look happy at the Saturday Night on Long at VIP Lounge, Julep Cocktail & Tapas Bar. (Image: 2013 Loerie Awards)

Relatively new-kid-on-the-agency-block, MetropolitanRepublic's "The Everywhere Library" took the honours. This innovative digital education campaign for MTN in Uganda comprised a series of print ads in local newspapers depicting books on shelves - each with a unique USSB number. These can be downloaded onto any mobile handset, making educational material more readily accessible, as the majority of cell phone users in Uganda do not have smartphones.

Marketing Leadership & Innovation Award

The Marketing Leadership & Innovation Award recognises the marketing achievements of an individual over a prolonged period of time based on the success of their brand at the Loeries. This year George Sombonos, the CEO of Chicken Licken, took the honour.

Together with agency, Network BBDO, the Chicken Licken brand has been awarded 27 Loeries, nine of which were gold. The business has grown from a R300m to a R1.4bn enterprise in the same timeframe.

"George belongs amongst the great South African brand leaders and previous recipients of this award," says Loeries CEC Andrew Human. "He is a legend in the industry and an excellent example of a leader who believes in the power of creativity to drive the bottom line. We hope that his example with Chicken Licken will inspire other marketers to embrace creativity in order to build sustainable and successful businesses."

The first round of feathered statues is in the bag, so roll on the grand finale tonight.

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