

Ogilvy gets real

Real South African ads for real South African brands, aimed at real South African people. That's what Ogilvy South Africa does best, it says, and that's what the agency believes it proved through its outstanding performance at this year's Loerie Awards. In total, the agency brought home over 59 trophies.

Ogilvy Cape Town won 15 Loeries, more than double that of any other agency in the region. In addition, Ogilvy One & Interactive brought in seven birds for its work on Mzansi's finest Castle 9644 campaign.

"What's important, and very significant for us, is that the work that's been awarded is truly South African work on truly South African brands. It's work that absolutely resonates (and has been recognised) on a global level, but that simply couldn't have been created anywhere else," says executive creative director Gerry Human.

He's speaking of the likes of Castle "Worldwind", "Soccer Star" and "9644", Volkswagen "Beat", BP "Beyond Petroleum", as well as the Exclusive Books Fanatics campaign and the MNet Channel O campaign, all of which received a number of accolades over the weekend.

In addition, Human is incredibly proud of the work on the Umsobomvu Youth Fund, which proves beyond a shadow of a doubt just how powerful a voice South African advertising can have.

"So many people talk about the lack of a 'South African voice' in our advertising, but I think this industry, and this agency in particular, has really made huge strides in finding that voice. It's a work in progress, sure, but it's certainly progressed a lot further than many commentators would have us think.

"I believe that the winning work at this year's Loeries proves that," says Human.

Managing director of Ogilvy Cape Mike Abel adds that it's also important to note that Ogilvy has broken the historic trend of fringe work winning awards, ushering big Blue Chip brands back onto the Loerie stage - where they belong.

"When big brands like Castle Lager, Volkswagen and BP win Loerie Awards, the credibility of the awards is reinforced - particularly in the minds of marketers, where it really counts," says Abel. "It also helps reinforce our constant battle cry for breakthrough communication. If Blue Chip brands are taking risks in their communication, other brands will likely follow in their footsteps. It's good for the industry as a whole."

In addition, says Abel, it's encouraging to see such a spread of work, from such a large variety of disciplines, being awarded. Castle Lager, alone, was recognised for three projects, across four media channels - TV and Cinema, Interactive, Corporate Video and Events and Direct Marketing.

"We all know that this industry is changing, that one great TV ad isn't going to cut it anymore. Ogilvy really proved its mettle working through the line at this year's awards, and we're really proud of that," concludes Abel.

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