

2018 LIA Awards: South Africa wins 16 statues!

The winners of the 2018 London International Awards have been announced with Ogilvy South Africa named Regional Network of the Year for the Middle East & Africa and Ogilvy Cape Town named Regional Agency of the Year for the Middle East & Africa.



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The 33rd Annual London International Awards judging convened over a 10-day period. The juries, drawn from the world's most recognised talent and presided over by industry leaders, viewed and scored every entry within their medium, ensuring that all the work was judged equally.

South African winners

South Africa brought home 16 of the coveted LIA statues - 4 Gold, 8 Silver, and 4 Bronze. In total 705 LIA statues, in addition to finalists, were awarded from 40 countries.

Pete Case, chief creative and innovation officer, Ogilvy South Africa and LIA digital juror commented,

“ Thank you LIAs. What a great judging panel to be part of. We saw some great digital work and the atmosphere was uniquely relaxed and collaborative. My first time experiencing Vegas and it was everything the headlines promised it would be! Well done to the technology team for running everything so smoothly in the background and also to the organisers for creating this wonderful industry event. I'd be honoured to come back. ”

“This year, South Africa has done exceedingly well in Radio & Audio, with Ogilvy South Africa, Cape Town leading the charge. Our congratulations to all the agencies who were honoured for their great work,” said Barbara Levy, president of

LIA.

Ogilvy South Africa, Cape Town saw great success, with a total of 10 Statues - three Gold LIAs, five Silver and two Bronze. The Radio & Audio jury awarded seven statues for two pieces of work for Volkswagen and Carling Black Label.

- Gold - Radio & Audio - Direction for Volkswagen - People Can't Stop Themselves titled "Stalker"
- Gold - Radio & Audio - Public Service/Social Awareness for Carling Black Label titled "Soccer Song for Change"
- Gold - Radio & Audio - Script Writing for Volkswagen - People Can't Stop Themselves titled "Stalker"
- Silver - Radio & Audio - Campaign for Volkswagen - People Can't Stop Themselves titled "Stalker", "PC", "Funeral"
- Silver - Radio & Audio - Direction for Volkswagen - People Can't Stop Themselves titled "PC"
- Silver - Radio & Audio - Innovative Use of Radio & Audio for Carling Black Label titled "Soccer Song for Change"
- Silver - Radio & Audio - Script Writing for Volkswagen - People Can't Stop Themselves titled "PC"
- Silver - The NEW - Brand Action for Carling Black Label titled "Soccer Song for Change"
- Bronze - Integration - Public Service/Social Awareness for Carling Black Label titled "Soccer Song for Change"
- Bronze - Music & Sound - Experiential Use of Music & Sound for Carling Black Label titled "Soccer Song for Change"



#NewCampaign: Giant Films' Ian Gabriel on the new Carling Black Label ad

Jessica Tennant 27 Sep 2018



Merlee Jayme, chairmom and CCO at Dentsu Jayme Syfu and LIA Radio & Audio jury president commented,

"I would describe my LIA experience as a week of joyful listening brought to a whole new level. It was life-changing listening - from original music composed and produced real time for a thousand names, to an innovation enabling an ALS patient regain his voice, to an album of gender friendly songs, to a hilarious story of a guy who needs to know when to stop talking, a series of motel classics - brilliantly written scripts, crafted beautifully with the perfect casting and direction. Having a neat mix of experts who ideates, produces and executes in one room, made us go through valuable discussions on these pieces. I would definitely say my jury picked out the best radio and audio work that would push the medium further to the future."

Net#work BBDO, Johannesburg
Additional winners and finalists from South Africa include (in alphabetical order):

- Gold - TV/Cinema/Online Film - Branded Content for Mercedes-Benz S-Class titled "Return to Chapman's Peak"
- Silver - Branded Entertainment - Sponsored Commercial for Mercedes-Benz S-Class titled "Return to Chapman's Peak"
- Silver - TV/Cinema/Online Film - Automotive for Mercedes-Benz S-Class titled "Return to Chapman's Peak"



#NewCampaign: Mercedes-Benz returns to Chapman's Peak w/ Net#work BBDO

Jessica Tennant 30 May 2018



Ogilvy Johannesburg, Johannesburg

- Silver - Digital - Cosmetics/Toiletries/Pharmaceuticals for Huggies titled "The World's First Baby Marathon"
- Bronze - Digital - Copywriting for Huggies titled "The World's First Baby Marathon"
- Bronze - Digital - Public Service/Social Awareness for MTV titled "#FCKHIV"

To view all the winners and finalists with media and full creative credits, click [here](#).

Grand LIAs

This year, twelve Grand LIAs were awarded:

- ANORAK Film, Berlin was awarded the Production & Post-Production Grand LIA for BMW Group MINI Brand Management titled “The Faith of a Few”
- Area 23, An FCB Health Network Company, New York was awarded the Print Grand LIA for Change the Ref titled “Posts Into Letters”
- Barking Owl, Los Angeles was awarded the Branded Entertainment Grand LIA for Montefiore Medical Center titled “Corazón”
- Barking Owl, Los Angeles was awarded the Health & Wellness - Craft Grand LIA for Montefiore Medical Center titled “Corazón”
- BBDO New York, New York was awarded the Integration Grand LIA for P&G / My Black is Beautiful campaign titled “The Talk”
- DDB Chicago, Chicago was awarded the Non-Traditional Grand LIA for Skittles titled “Exclusive the Rainbow”
- Host/Havas, Sydney was awarded the Design Grand LIA for Palau Pledge
- Host/Havas, Sydney was awarded the Ambient Grand LIA for Palau Pledge
- McCann London, London was awarded the Digital Grand LIA for Microsoft titled “Xbox Design Lab Originals: The Fanchise Model”
- McCann New York, New York was awarded the Social Influencers Grand LIA for MGM Resorts International titled “Universal Love Songs”
- Riff Raff Films, London was awarded the TV/Cinema/Online Film Grand LIA for Nike titled “Nothing Beats A Londoner”
- Serviceplan Germany, Munich was awarded the Package Design Grand LIA for Beck's titled “Le Beck's: The Legendary Beer Can”

Global of the Year Awards and Regional of the Year Awards

The following companies were honoured with the 2018 Global of the Year Awards:

- Global Client of the Year: Mars
- Global Network of the Year: McCann Worldgroup
- Global Agency of the Year: BBDO New York
- Global Independent Agency of the Year: Jung von Matt, Hamburg
- Global Health & Wellness and Medical Network of the Year: FCB Health
- Global Production Company of the Year: MJZ
- Global Post-Production Company of the Year: The Mill
- Global Music & Sound Company of the Year: Rumble Studios, Sydney

The following companies were honoured with the 2018 Regional of the Year Awards for the Middle East and Africa:

- Regional Network of the Year: Ogilvy South Africa
- Regional Agency of the Year: Ogilvy Cape Town, Cape Town

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