

What BBDO's Grands Prix wins mean for African creativity

 By Leigh Andrews

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Net#work BBDO has cause to celebrate, as the only agency to take home two Grand Prix Loeries this past weekend. The agency group has taken home an unprecedented 19 Grand-Prix Loeries in 22 years. Former Loeries chair and BBDO SA CEO Boniswa Pezisa shares her Loeries 2016 experience below.

ECD Brad Reilly says the weekend's successes have proven local agencies are getting it right in advertising across the continent, with Grand Prix winning campaigns for [Channel O](#), [Nando's](#), [Tusker Lager](#) and [Ster-Kinekor](#) all making "being a creative in Africa something to be proud of," as we turn the world upside down and put Africa on top.

The agency has worked hard to produce African solutions to African challenges, particularly in the digital and mobile space, which is why they're so proud of their Grand Prix wins for Tusker Lager in the Digital and Interactive Mobile category, a first Grand Prix for BBDO Africa in partnership with BBDO Mediaedge in Kenya.

Reilly adds that the agency's other Grand Prix win, for Chicken Licken's "[Kung Fu](#)" in the TV, Film & Video category is an example of work that's African, without being obvious or clichéd.

Boniswa Pezisa, [CEO of BBDO](#) South Africa shares further insights into the agency's Loeries 2016 experience below...

1. Share your Loeries Creative Week experience with us.



Pezisa: I have watched the Loeries as an organisation and as an awards show grow from strength to strength, to now this fully fledged Africa & Middle-East integrated and comprehensive communication and design awards show. It continues to give back and develop the young 'uns and never forgets to acknowledge its movers and shakers as well as those who make a difference in our industry, whilst continually accelerating transformation of the show itself, the industry and the talent.

I had no lows but plenty of highs – to walk away with two Grands Prix in one weekend is a dream and right now I'm still enjoying the dream, so with regards to any Loeries improvements, I know for a fact as the past Chair of the Loeries that the Loeries will conduct an introspective review and improve on what it needs to improve on. The bar at the Loeries never stays low or in the same place because that would be creative suicide.

2. Which Loeries win did you feel to be most deserving, and why?

Pezisa: I'm biased because I believe both our Grands Prix wins were deserving, however to win a Grand Prix for our integrated East Africa campaign is testament to the maturity of our industry embracing and recognising great work, despite its market of origin.

3. What was the overall theme/message you got from this year's DStv seminar of Creativity and both Loeries award nights?

Pezisa: That Africa is where it is happening and we should embrace and celebrate the creative opportunities it throws at us.

4. How has Loeries 2016 inspired you, looking ahead at the blank page of 2017? What

creative innovation can we expect going forward?

Pezisa: That big ideas that drive salience at scale will continue to thrive in most awards show.

[Click here](#) for a recap of all the #Loeries2016 winners.

ABOUT LEIGH ANDREWS

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