## Slow and steady as SA and the Middle East agencies bring home more Lions

By Danette Breitenbach

Slow and steady as South Africa and the Middle East agencies bring home more Lions, with Leo Burnett, Lebanon, together with / Remie AKL Production Beirut / MTV - Studiovision awarded a Gold Lion for Dirty Laundry for the Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO.


Source: © Gerety Awards Gerety Awards

With two more Silver Lions awarded and five Bronze Lions in the Craft and the Entertainment categories, SA agencies FCB Africa, Grid Worldwide and Ogilvy SA and Middle East agencies 〕And Us and FP7 McCann (each receiving two Lions) all received Lions in the Craft and Entertainment categories.

| Craft: Design | Rebrand / Refresh of an existing brand | Silver Lion | Dyicta Digital Youth ICT Academy rebrand / Refresh of an existing brand, FCB Africa, Johannesburg SA |
| :---: | :---: | :---: | :---: |
| Craft: Design | Special Editions \& bespoke items | Bronze Lion | One Star Cookbook, delivered quality guaranteed, 」 And Us, Dubai UAE |
| Craft: Design | UX, UI \& Journey design | Bronze Lion | The Undeniable Street View, United 24, Nova Ukraine, Voice of Children, Boctok SO, The Undeniable Street view, 」And Us, Dubai UAE |
| Craft: Design | Sustainable packaging | Bronze Lion | Bee \& Bee Inverroche, Inverroche Classic, Grid Worldwide, Johannesburg SA |
| Craft: Industry | Outdoor | Silver Lion | The Blind Spot, Volkswagen SA, Volkswagen Service, Ogily Cape Town, SA |
| Craft: Industry | Packaging design | Bronze Lion | Ketch-up \& Down, Heinz, HeinzKetchup, FP7 McCann, Dubai UAE |
| Entertainment | Fiction Film: Up to 5 minutes | Gold Lion | Dirty Laundry, Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO, Leo Burnett, Beirut Lebanon, / Remie AKL Production Beirut/ MTV- Studiovision, Beirut |
| Entertainment Music | Use of Original Composition | Bronze Lion | Frequencies of Peace, Baby Shop, FP7 McCann, Dubai UAE |

\#Cannes2023: UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion
Danette Breitenbach 20 Jun 2023

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing \& media editor at Bizcormunity.com Previously she freelanced in the marketing and media sector, including for Bizcormunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial JournalismfromWits.
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