

Official 2010 Loeries rankings

While there can be many ways of analysing any competition, this year the Loeries has introduced official winners rankings which aim to be a transparent mechanism for reporting the outcome of the awards. With the release of the printed Loeries annual, additional rankings will be published, including top 10 tables for all the individual credits, eg ECD, illustrator, writer and director, as well as post production/VFX, etc.



How rankings are calculated

1. Points are given for each award, with the points based on the probability of winning each award.
2. 300 points for Grand Prix; 110 points for Gold; 40 points for Silver; 15 points for Bronze; 90 points for Craft Gold; 30 points for Craft Certificate.
3. Single entries that are combined into one campaign award during judging receive 1.5 times the points. For example, if three print posters are combined and awarded a Campaign Gold, then the award will be worth $1.5 \times 110 = 165$ points.
4. The following categories are all awarded 1.5 times the points: Mixed-media campaigns; Integrated Campaigns; Design Identity Programmes; Experiential Internal Marketing and CRM Programmes; and Experiential Live Events.
5. Where more than one company or individual has been credited, the points are divided equally between the parties. For example, if two companies share the "Agency" credit on a digital website, then each company receives half the points; or if three people share the "Writer" credit, then each person will receive a third of the points.
6. A company cannot receive points as both an agency and as a production company.
7. Production companies will receive points from International Craft entries; however, agencies will not receive any points.

1. Overall ranking by agency

Rank	Agency
1	King James
2	Net#work BBDO Johannesburg
3	Draft#b Johannesburg
4	Ogilvy Cape Town
5	Ogilvy Johannesburg
6	Joe Public
7	Grid Worldwide Branding
8	TBWA\Hunt\Lascaris Johannesburg
9	The Jupiter Drawing Room (South Africa) - Cape Town
10	FOXP2

2. Overall ranking by brand

Rank	Brand
1	Allan Gray
2	Comair/British Airways
3	Volkswagen
4	Vodacom
5	Brandhouse
6	Virgin Atlantic Airways
7	NIKE
8	National Stadium - Soccer City
8	World Cup Local Organising Committee

10	The Patisserie
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3. Ranking by digital production company

Rank	Digital agency
1	Gloo Digital Design
2	HelloComputer
3	Aqua Online
3	Mnemonic
5	Ogilvy Interactive
6	Pixel Project
7	Assemble
8	Formula-D Interactive
8	Wireframe Studio
10	Interactive Africa

Note: the above table is calculated using the 'digital production company' credit on all entries. A company cannot receive points as both an agency and as a production company.

4. Ranking by film production company

Rank	Film production company
1	Velocity Films
2	Egg Films
3	Bouffant
4	Media 2 Point Zero
5	humanoid@eggfilms
6	Plank Film Production
7	Frieze Films
8	Silver Bullet
9	The Bomb
10	Studio Zoo

Note: the above table is calculated using the 'film production company' credit on all entries.

5. Ranking by category - advertising

Rank	Advertising agency
1	King James
2	Draftfcb Johannesburg
3	Net#work BBDO
4	TBWA\Hunt\Lascaris Johannesburg
5	Ogilvy Johannesburg
6	FOXP2
7	Ogilvy Cape Town
8	McCann Erickson
9	Lowe Bull Johannesburg
10	Lowe Bull Cape Town

6. Ranking by category - communication design

Rank	Communication design agency
1	Grid Worldwide Branding
2	Boogertman+ Partners Architects
3	Tonic Design

4	Joe Public
5	Switch
6	The Jupiter Drawing Room (South Africa) - Cape Town
7	Disturbance
8	Coley Porter Bell South Africa
9	Hello World
10	Cross Colours

7. Ranking by category - experiential

Rank	Experiential agency
1	Ogilvy Cape Town
2	VWV Group
3	Joe Public
4	Ogilvy Johannesburg
4	The Jupiter Drawing Room (South Africa) - Cape Town
6	Trigger
7	Hello World
8	Digital Fabric
9	The Jupiter Drawing Room (South Africa) - Johannesburg
10	FOXP2

8. Overall ranking by agency size - small, medium & large

Rank	Large agency (100 employees and above)	Medium agency (40 - 99)	Small agency (1-39)
1	King James	Net#work BBDO Johannesburg	Grid Worldwide Branding
2	Draftfcb Johannesburg	Joe Public	FOXP2
3	Ogilvy Cape Town	McCann Erickson	Tonic Design
4	Ogilvy Johannesburg	VWV Group	Trigger
5	TBWA\Hunt\Lascares Johannesburg	Lowe Bull (Cape)	DDB Cape Town

9. Ranking by countries outside South Africa

Rank	Agency	Country
1	Y&R Dubai	United Arab Emirates
2	DDB Mozambique	Mozambique
3	MEMAC Ogilvy & Mather	United Arab Emirates

10. Creative Circle members - agency groups

Rank	Creative Circle agency members: group
1	Ogilvy (Jhb/CT/Dnb/Interactive/ Coley Porter)
2	King James (CT/RSVP/Atmosphere/ Mhemonic/Hammer)
3	Net#work BBDO (Jhb/CT/Gloo Design)
4	The Jupiter Drawing Room (South Africa) & Partners (Jhb/CT/ Black River F.C./MetropolitanRepublic)
5	Draftfcb (Jhb/CT/Dnb/Multimedia/MESH)
6	Joe Public
7	TBWA\Hunt\Lascares (Jhb/CT)
8	Lowe Bull(Jhb/CT)
9	FoxP2
10	McCann Ericksin
11	DDB SA(Jhb/CT)
12	Hello World
13	Y&R SA(Jhb/CT)
14	JWT (Jhb/CT)
15	Cross Colours

15	Singh&Sons
17	Grey SA
18	Ireland/Davenport
19	Euro RSCG
20	Volcano Advertising

Note: all Creative Circle members are listed in this table. Agency grouping is done in collaboration with the Creative Circle.

11. Creative Circle members - individual agencies

Rank	Creative Circle agency members: individual
1	King James
2	Net#Work BBDO Johannesburg
3	Draftfcb Johannesburg
4	Ogilvy Cape Town
5	Ogilvy Johannesburg
6	Joe Public
7	TBWA\Hunt\Lascaris Johannesburg
8	The Jupiter Drawing Room (South Africa) - Cape Town
9	FOXP2
10	McCann Erickson
11	Lowe Bull Johannesburg
12	Lowe Bull Cape Town
13	Hello World
14	DDB Cape Town
15	The Jupiter Drawing Room (South Africa) - Johannesburg
15	MetropolitanRepublic
17	Black River F.C.
18	DDB Johannesburg
19	Y&R South Africa
20	King James RSVP
21	Cross Colours
21	singh&sons
23	Ogilvy Durban
24	Grey South Africa
25	Draftfcb Cape Town
25	Net#work BBDO Cape Town
27	JWT Johannesburg
28	Draftfcb Durban
28	Ireland/Davenport
28	TBWA\Hunt\Lascaris Cape Town
31	Euro RSCG
31	JWT Cape Town
33	Volcano Advertising

Note: all Creative Circle members are listed in this table.

For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)
- Loeries site: www.thelorieawards.co.za
- Loeries Twitter: [@loeries2010](#)
- Loeries Twitter Search: [Loerie OR Loeries OR Loeries2010](#)
- Creative Week: www.creativeweekct.co.za

- Google News Search: [Loerie](#)
- Facebook: [The Loerie Awards page](#)

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