

# Ogilvy celebrates seventh consecutive Loeries Grand Prix

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Ogilvy South Africa took home 24 statues from the 2017 Loeries held in Durban at the weekend, including its seventh Grand Prix in a row. The group's awards tally was led by an exceptional performance from Ogilvy Johannesburg, which was South Africa's best performing agency at the event.



Winning work for Ogilvy came from a range of clients including DSTv, KFC, VW, Viacom/MTV, Castle Lager and Audi.

Long-standing Ogilvy client KFC was the most awarded brand of the night with 11 Loeries and its CMO Mike Middleton was given the prestigious Marketing and Leadership Award.

The highlight for Ogilvy SA CEO Abey Mokgwatsane was the Grand Prix awarded for the KFC Sad Man Meal radio campaign. "This is the third consecutive year we've won a Grand Prix for KFC, which demonstrates the power of that remarkable creative partnership, and it's our seventh GP in a row. Our year-on-year consistency at Loeries shows we have the ability to sustain our creative performance across many clients and categories."

Chief Creative Officer Pete Case notes; "The competition this year was tougher than ever, with a lot of great work entered, so it's humbling to be recognized at this level by our peers. Ultimately it's a tribute to our creative leaders and teams who've worked so hard. I'm particularly pleased with the breadth of winning work from Data Driven Marketing to Media Innovation through to Creative Effectiveness and the more traditional channels."

Case continues with sincere congratulations from everybody at Ogilvy to Nathan Reddy on his induction into the Loeries Hall of Fame: "He's been one of the industry's shining creative lights and we applaud his huge contribution."

## Ogilvy's remarkable Loeries Grand Prix run

### 2017 – KFC 'Sad Man Meal' – Radio

**2016 – KFC ‘The Everyman Meal’ – Radio**

**2015 – KFC ‘Soundbite’ – Apps, games & interactive**

**2014 – Lucozade ‘Give Me Strength’ – Radio**

**2013 – Volkswagen SA – ‘Street Quest’ – Digital & interactive**

**2012 – Carling Black Label – ‘Be the coach’ – Integrated campaign**

**2011 – Volkswagen SA – ‘Marching Band’ – Live Activations**

**Ogilvy 2017 Loeries in detail**

<b>COMMUNICATION DESIGN: GENERAL COLLATERAL</b>			
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	Campaign Silver
<b>COMMUNICATION DESIGN: CREATIVE USE OF PAPER</b>			
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	Silver
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: DISPLAY ADVERTISING</b>			
Ogilvy Johannesburg	KFC Soundbite Chart – WeTransfer, Instagram	KFC	Campaign Bronze
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: SOCIAL MEDIA</b>			
Ogilvy Johannesburg	MTV #FCKHIV	Viacom	Gold
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Silver
Ogilvy Johannesburg	KFC Burrito	KFC	Bronze
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: DIGITAL APPLICATIONS, GAMES &amp; INTERACTIVE TOOLS</b>			
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	Bronze
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: DATA DRIVEN CAMPAIGN</b>			
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Campaign Silver
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: DIGITAL INTEGRATED CAMPAIGN</b>			
Ogilvy Johannesburg	KFC Soundbite Chart	KFC	Campaign Gold
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Campaign Bronze
<b>DIGITAL &amp; INTERACTIVE COMMUNICATION: MUSIC &amp; SOUND DESIGN</b>			
Ogilvy Cape Town	011Beats	Volkswagen South Africa	Craft Certificate
<b>LIVE EVENTS, ACTIVATIONS &amp; SPONSORSHIP : LIVE CRAFTS</b>			
Ogilvy Johannesburg	Halloween Night Run	MultiChoice DStv	Craft Certificate
<b>MEDIA INNOVATION: SINGLE MEDIUM</b>			
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	Gold

<b>PRINT COMMUNICATION: NEWSPAPER ADVERTISING</b>			
Ogilvy Johannesburg	Dirty, Dirty Hands	Global Public-private Partnership for Handwashing	Campaign Bronze
<b>PRINT COMMUNICATION: INDOOR POSTERS</b>			
Ogilvy Cape Town	Head Light	Audi SA	Bronze
<b>RADIO COMMUNICATION: RADIO STATION COMMERCIALS</b>			
Ogilvy Johannesburg	Sad Man Meal	KFC	Grand Prix
Ogilvy Johannesburg	Drink Anywhere	KFC	Campaign Silver
Ogilvy Cape Town	People Can't Stop Themselves – Stalker, Funeral, PC	Volkswagen South Africa	Campaign Silver
<b>RADIO COMMUNICATION: INTERNET &amp; MOBILE AUDIO COMMERCIALS</b>			
Ogilvy Johannesburg	KFC Suppertime Stories	KFC	Campaign Bronze
<b>RADIO COMMUNICATION: WRITING</b>			
Ogilvy Johannesburg	Sad Man Meal	KFC	Campaign Craft Gold
<b>TELEVISION, FILM AND VIDEO COMMUNICATION: TV &amp; CINEMA COMMERCIALS – UP TO 90S</b>			
Ogilvy Johannesburg	Make Your Circle Bigger – Marco Polo, Head Bangers, Jousting	AblnBev	Campaign Bronze
<b>TELEVISION, FILM AND VIDEO COMMUNICATION: INTERNET VIDEO – UP TO 30S</b>			
Ogilvy Johannesburg	#SongsOfHumanity – Nelson's Song, Steve's Song	Viacom	Campaign Bronze
<b>TELEVISION, FILM AND VIDEO COMMUNICATION: MUSIC VIDEOS</b>			
Ogilvy Johannesburg	Ag Shem	MultiChoice DStv	Silver

#### For more:

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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**Ogilvy South Africa**



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