

TBWA\ tops the Loeries Rankings

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The Loeries, which held their awards in August, has announced their 2019 official rankings for Africa and the Middle East with TBWA\ named as the regional group agency for the second year in a row.

“We’re very proud of our TBWA\ regional collective. In an interconnected world, we have made the power of collective - a strategic focus. We strongly believe that “none of us is a good as all of us”. What we can do for our clients when we tap into our collective learnings and creativity is truly outstanding. The work that made us regional agency group of the year shows what happens when collective power is applied to create local solutions,” says Des Jones, Chief Strategy Officer TBWA\South Africa.

The TBWA\ collective walked away with the title of regional group agency for the second time in a row after collecting a total of 19 awards across 4 categories including a Grand Prix, 4 Gold, 5 Silver, 5 Bronze and 4 Craft Certificates at the 41st annual Loeries awards held in Durban during August. Calculated on a point system for each award, the regional agency group ranking is for the group networks across Africa and the Middle East.



Des Jones, Chief Strategy Officer TBWA\South Africa



TBWA\ collective on stage at Loeries 2019

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TBWA



We develop business-changing, culture-defining and award winning ideas for brands. Ranked in the top 3 regional networks in Africa and consistently in the top 10 global agencies.

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