

Nike South Africa's "Just Do It: Caster Semenya" wins Gold at inaugural Gerety Awards

The winners, including Nike South Africa's "Just Do It: Caster Semenya", of the inaugural Gerety Awards have been announced. The grand jury selected the winners following the executive jury sessions, which took place in 10 capital cities.

Co-founder Lucía Ongay said: "I could not be prouder of the winners chosen by the Gerety jury, in total there were just 60 entries which reached the required score to be awarded this year's Gerety Awards. The highly acclaimed and respected Gerety Awards jury and the winners they have chosen clearly sets the benchmark for the very highest standard of creativity."



#CannesLions2019: Lucía Ongay on starting the Gerety Awards to elevate female voices [WATCH] 

21 Jun 2019

Gerety jury member Angela Natividad, CCO and so-founder of Hurrah.gg, said: "There were plenty of woman-oriented ads, but that's just the ad industry right now. What better focus group than Gerety to distinguish truly empowering works from femvertising?"

I also think some agencies believed that, because the jury is all women, work targeting women would stand a better chance. Not so. The winning brands from this year's Gerety Awards draw from a range of industries and persuasions and are a testament to the discernment of a diverse and qualitative jury."



#FairnessFirst: Readdressing advertising gender equality behind-the-scenes, with the Gerety Awards 

Leigh Andrews 11 Feb 2019

Grand Prix was awarded to LOLA MullenLowe for "HIDDEN FLAG", McCann New York for "Changing the Game", VMLY&R Warsaw for "The Last Ever Issue" and two Grand Prix was awarded to AMVBBDO for "Viva La Vulva".

BBDO New York was awarded Agency of the Year with two Silvers, four Bronze and eight Shortlist. Winning work included “#DefyTheName” for Monica Lewinsky; “Care-E” for KLM; and “Nurses Save Lives” for Johnson&Johnson.

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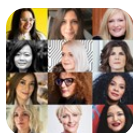
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[The first edition of the Gerety Awards reveals its winners. After the Executive jury sessions which took place in 10 capital cities the Grand jury have now chosen the final winners. Grand Prix were awarded to @lolamullenlowe with HIDDEN FLAG for Internacional @felgtb. @McCann_mw with “Changing the Game” for @Xbox. @vmlyr Poland with “The Last Ever Issue” for Gazeta.pl, Mastercard, BNP Paribas. Two Grand Prix were awarded to @amvbbdo BBDO with “Viva La Vulva” for Essity Bodyform/Libresse. @bbdony are agency of the year, and BBDO Worldwide are Network of the year. See all the winners at \[geretyawards.com\]\(#\)](#)

A post shared by [The Gerety Awards](#) (@geretyawards) on Jul 31, 2019 at 7:40am PDT

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one Gold, three Silvers, four Bronze and 17 Shortlists. Winning work included “Viva La Vulva” from AMVBBDO and AT&T “Train” from BBDO New York.



Shortlist announced for 2019 Gerety Awards

18 Jun 2019



There were also winners from Australia, Canada, Colombia, Denmark, France, Germany, Lebanon, Netherlands, Poland, Russia, Spain, Sweden, UK and USA.

Wieden+Kennedy Amsterdam was awarded Gold for Nike South Africa's "Just Do It: Caster Semenya".

The most awarded countries include USA, UK, Germany and Spain: USA had one Grand Prix, one Gold, five Silver, eight Bronze and 13 Shortlist; the UK had two Grand Prix, one Gold, two Silver and 10 Shortlist; Germany had two Gold, one Silver, one Bronze and nine Shortlist; Spain had one Grand Prix, two Gold, seven Silver, one Bronze and two Shortlist.

Have a look at the full list of winners:

Award	Category	Media Type	Entrant	Title	Brand
Grand Prix	Communication Cut	Online Video	AMBBDO	Viva La Vulva	EssityBodyform/Libresse
Grand Prix	Craft Cut	Online Video	AMBBDO	Viva La Vulva	EssityBodyform/Libresse
Grand Prix	Innovation Cut	Product & Packaging Design	McCann New York	Changing the Game	Microsoft
Grand Prix	Media Cut	Alternative	VMLY&R Warsaw	The Last Ever Issue	Gazeta.pl, Mastercard, BNP Paribas
Grand Prix	Works For Good Cut	Integrated	LOLA MullenLowe	HIDDEN FLAG	FELGTB
Gold	Innovation Cut	Integrated	Ogilvy	No need to fly - around the world in Germany	German Rail
Gold	Communication Cut	Tv/Cinema	Wieden+Kennedy Amsterdam	Just Do It: Caster Semenya	Nike South Africa
Gold	Communication Cut	Print	DDB Group GmbH	Highlight the Remarkable - The remarkable Kathrine	STABILO International GmbH
Gold	Communication Cut	Alternative	BETC	Save our Species	Lacoste
Gold	Entertainment Cut	Digital	VMLY&R North America	Keeping Fortnite Fresh	Wendys
Gold	Entertainment Cut	Online Video	AMBBDO	Viva La Vulva	EssityBodyform/Libresse
Gold	Innovation Cut	Integrated	Forsman & Bodenfors	The E.V.A Initiative	Volvo Cars
Gold	Innovation Cut	Alternative	MullenLowe SSP3	MyLine	Ministry of Technology & Communication of Colombia
Gold	Media Cut	Print	McCann Spain	Fresh Prints: Berries	Aldi
Gold	Experience Cut	Alternative	McCann, Spain	Museum of Romanticism	Ikea

Silver	Works For Good Cut	Online Video	White Ribbon	Boys Don't Cry	White Ribbon
Silver	Communication Cut	Online Video	Leo Burnett Madrid	The time we have left	Ruaveja
Silver	Communication Cut	Integrated	Leo Burnett Madrid	The time we have left	Ruaveja
Silver	Communication Cut	Digital	Leo Burnett Madrid	The time we have left	Ruaveja
Silver	Health Cut	Online Video	AMBBDO	Viva La Vulva	Essity Bodyform/Libresse
Silver	Communication Cut	Integrated	Forsman & Bodenfors	The E.V.A. Initiative	Volvo Cars
Silver	Craft Cut	Online Video	ANORAK Film GmbH	Mercedes-Benz - Bertha Benz	Mercedes-Benz
Silver	Craft Cut	TV/Cinema	BBDO New York	Train	AT&T
Silver	Works For Good Cut	Digital	BBDO New York	#DefyTheName	Monica Lewinsky
Silver	Experience Cut	Alternative	Leo Burnett Chicago	Kraft Now Pay Later	Kraft Heinz
Silver	Works For Good Cut	Integrated	Leo Burnett Chicago	Legal-Ade	Kraft Heinz
Silver	Works For Good Cut	Product & Packaging Design	VMLY&R Australia	Sip Safe	Monash University
Silver	Works For Good Cut	TV/Cinema	Leo Burnett London	Tour des Femmes	Skoda
Silver	Works For Good Cut	Alternative	MullenLowe SSP3	My Line	Ministry of Technology & Communication of Colombia
Silver	Works For Good Cut	Alternative	MullenLowe SSP3	Women Rewrite Women	El Tiempo
Silver	Communication Cut	4 Spot Campaign	MullenLowe SSP3	The Invisible Women	El Tiempo Newspaper
Silver	Experience Cut	Radio	MullenLowe SSP3	Abuse Disclaimers	Aguila
Silver	Entertainment Cut	Integrated	McCann New York	The Team That Wouldn't Be Here	Verizon
Silver	Communication Cut	Print	McCann Spain	Fresh Prints: Tomatoes	Aldi
Silver	Communication Cut	Print	McCann Spain	Fresh Prints: Berries	Aldi
Silver	Media Cut	Print	McCann Spain	Fresh Prints: Tomatoes	Aldi
Silver	Communication Cut	Alternative	McCann, Spain	Museum of Romanticism	Ikea
Bronze	Works For Good Cut	Integrated	Wieden+Kennedy Amsterdam	Oceans Week	AB InBev
Bronze	Craft Cut	Digital	RT	#Romanovs100: 4,000 photos. 4 social networks. 1 family.	RT
Bronze	Communication Cut	TV/Cinema	BETC	The little duck	Disneyland Paris
Bronze	Health Cut	Online Video	Wunderman Thompson	I Touch Myself Project: Serena Williams	Berlei
Bronze	Health Cut	TV/Cinema	Le Bureau AB	Taking care of business	Arbetsförmedlingen - The Swedish Public Employment Service
Bronze	Works For Good Cut	Alternative	Leo Burnett Chicago	Kraft Now Pay Later	Kraft Heinz
Bronze	Craft Cut	TV/Cinema	TBWANEBOKO	Frekkel	Staatsloterij
Bronze	Communication Cut	Integrated	VMLY&R North America, New York	Miss America 2.0	Miss America
Bronze	Innovation Cut	Digital	VMLY&R North America, Kansas City, USA	Six Degrees to Tennessee	The State of Tennessee
Bronze	Media Cut	Alternative	DDB Sydney	Polo Unfail	Volkswagen
Bronze	Health Cut	Online Video	TBWANEBOKO	The Biggest Secret Diet	Albert Heijn
Bronze	Communication Cut	Online Video	&Co. / NoA	The Lift	Bianco
Bronze	Works For Good Cut	Integrated	J. Walter Thompson Beirut	Young Bride	RDFL
Bronze	Communication Cut	4 Spot Campaign	BBDO New York	AT&T Cinema	AT&T

Bronze	Craft Cut	Online Video	BBDO New York	Nurses Save Lives	Johnson & Johnson
Bronze	Health Cut	Alternative	Grey Germany	discovering hands - The Blind see more.	discovering hands
Bronze	Communication Cut	Digital	BBDO New York	One for Two	Mars Chocolate North America
Bronze	Innovation Cut	Alternative	BBDO New York	Care-E	KLM
Bronze	Communication Cut	Digital	MullenLowe Boston	Twitter Bait	Burger King
Bronze	Craft Cut	Integrated	VMLY&R Brazil	Tooth Fairy's Address	FOUSP – USP University of Dentistry
Bronze	Communication Cut	5 Spot Campaign	LOLA MullenLowe	Birthday Clowns	Burger King
Bronze	Communication Cut	4 Spot Campaign	MullenLowe SSP3	Women Rewrite Women	El Tiempo
Bronze	Experience Cut	Radio	MullenLowe SSP3	Abuse Disclaimers	Aguila
Shortlist	Works For Good Cut	Integrated	Inter Media House & Alkemy	BUU. Write it, don't say it.	FC Internazionale Milano
Shortlist	Works For Good Cut	Online Video	Red&Co.	Netflix "Make Room"	Netflix
Shortlist	Craft Cut	TV/Cinema	180 Kingsday	We need more flowers	funnyhowfowersdothat.co.uk
Shortlist	Works For Good Cut	Print	King Solutions	#metoo	Childhood
Shortlist	Works For Good Cut	Radio	Cummins&Partners	Walk Like a Woman	Plan International
Shortlist	Media Cut	Digital	RT	#Romanovs 100: 4,000 photos. 4 social networks. 1 family.	RT
Shortlist	Communication Cut	2 Spot Campaign	TBWA Stockholm	Whoever You Are	SJ Swedish Railways
Shortlist	Communication Cut	Online Video	SOUR Bangkok	Just Me	Cute press
Shortlist	Entertainment Cut	Alternative	SOUR Bangkok	Girl From Nowhere	GMM Grammy
Shortlist	Communication Cut	Product & Packaging Design	Serviceplan Campaign 1 GmbH	HiPP Onehand-Cookbook	HiPP
Shortlist	Craft Cut	Product & Packaging Design	Serviceplan Campaign 1 GmbH	HiPP Onehand-Cookbook	HiPP
Shortlist	Entertainment Cut	TV/Cinema	Marystone	Intersport Run Spirit	Adidas Intersport
Shortlist	Experience Cut	Digital	Proximity Paris	Extr�a HD	H�agen-Dazs
Shortlist	Communication Cut	Digital	BETC	When the internet is down.com	Bouygues Telecom
Shortlist	Works For Good Cut	Online Video	Wunderman Thompson	I Touch Myself Project: Serena Williams	Berlei
Shortlist	Works For Good Cut	Digital	Dentsu Jayme Syfu	NBS Illiterate	National Book Store
Shortlist	Health Cut	Radio	Le Bureau AB	Artificial with a heart	Arbetsf�rmedlingen - The Swedish Public Employment Service
Shortlist	Works For Good Cut	Online Video	Slim Pictures	Dream Gap	Barbie
Shortlist	Works For Good Cut	Digital	W3haus	#LivingTogetherTransforms	Google
Shortlist	Communication Cut	Online Video	Tower Film	The Party Bus	SHISEIDO
Shortlist	Communication Cut	Product & Packaging Design	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Craft Cut	Product & Packaging Design	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Communication Cut	Alternative	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Craft Cut	Alternative	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint

Shortlist	Works For Good Cut	Alternative	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Works For Good Cut	Product & Packaging Design	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Innovation Cut	Alternative	Leo Burnett Sri Lanka/ Toronto	Petal Paint	Petal Paint
Shortlist	Craft Cut	Online Video	Ueberground GmbH	REBELLE „Break the rules of fashion.“	REBELLE
Shortlist	Communication Cut	TV/Cinema	Ueberground GmbH	LIDL „Wow Families“	LIDL International
Shortlist	Craft Cut	Online Video	Ueberground GmbH	LIDL „Wow Families“	LIDL International
Shortlist	Experience Cut	Integrated	VMLY&R North America	The Runaway Pub	New Balance
Shortlist	Communication Cut	TV/Cinema	VMLY&R	R.I.P. Simon	Life Direct
Shortlist	Works For Good Cut	Online Video	VMLY&R Czech Republic	The Mamma Beer Project	MAMMA HELP
Shortlist	Communication Cut	Online Video	VMLY&R	Same Blood	Special Olympics Latin America
Shortlist	Craft Cut	Alternative	VMLY&R UAE	Iftar of Lights	Betty Crocker
Shortlist	Works For Good Cut	Product & Packaging Design	VMLY&R	India Dega Aashirvad	Dega Rice
Shortlist	Entertainment Cut	Online Video	Wunderman Thompson	I Touch Myself Project: Serena Williams	Berlei
Shortlist	Works For Good Cut	Digital	We Are Social	WWF #NOBUILDCHALLENGE	WWF FRANCE
Shortlist	Media Cut	Alternative	DDB Sydney	Grave of Thrones	Foxtel
Shortlist	Communication Cut	Integrated	Forsman & Bodenfors	What are you wearing?	Ähléns
Shortlist	Works For Good Cut	Alternative	Cummins&Partners	She Gives Birth, You Give Blood	The Australian Red Cross Blood Service
Shortlist	Craft Cut	TV/Cinema	M&C Saatchi Stockholm	Above and Beyond	Com Hem
Shortlist	Communication Cut	Alternative	J.Walter Thompson Amsterdam	Jade	Opel
Shortlist	Communication Cut	Online Video	AMMBDO	Diversish	Valuable 500
Shortlist	Works For Good Cut	Integrated	Leo Burnett Beirut	#ShameOnWho	ABAAD Resource Center for Gender Equality
Shortlist	Experience Cut	Integrated	TBWAINEBOKO	McDonald's For You	McDonald's
Shortlist	Experience Cut	Alternative	Voskhod	ForteFemme	ForteBank
Shortlist	Communication Cut	Digital	AnalogFolk	Nulla Puo Fermarci (Stop At Nothing)	Nike
Shortlist	Works For Good Cut	Alternative	Zavod BBDO	World Cleanup Day 2018	World Cleanup Day
Shortlist	Health Cut	Digital	Edelman	For Every Robbie	WW (Formerly WeightWatchers)
Shortlist	Entertainment Cut	Digital	Edelman	OMEN by HP Challenge	OMEN by HP (HP's Challenger Gaming Brand)
Shortlist	Media Cut	Digital	Edelman	OMEN by HP Challenge	OMEN by HP (HP's Challenger Gaming Brand)
Shortlist	Works For Good Cut	Product & Packaging Design	Edelman	Old Milk	Coop
Shortlist	Craft Cut	Online Video	BBDO New York	Space Station	Macy's
Shortlist	Craft Cut	Online Video	BBDO New York	One for Two	Mars Chocolate North America
Shortlist	Works For Good Cut	Integrated	Edelman	Old Milk	Coop
Shortlist	Experience Cut	Integrated	Edelman	Old Milk	Coop
Shortlist	Experience Cut	Alternative	Edelman	Big Bell	Taco Bell
Shortlist	Entertainment Cut	Alternative	Edelman	Big Bell	Taco Bell
Shortlist	Media Cut	Alternative	BBDO New York	Art in Progress	Bombay Sapphire
Shortlist	Experience Cut	Digital	BBDO New York	Live Moves	Bacardi

Shortlist	Communication Cut	Digital	BBDO New York	Live Moves	Bacardi
Shortlist	Media Cut	Digital	BBDO New York	InstantJams	Bacardi
Shortlist	Entertainment Cut	Digital	BBDO New York	The Sun and the Snake	Foot Locker
Shortlist	Works For Good Cut	Digital	BBDO New York	Change the Course of History	IRC/ Getty Images
Shortlist	Works For Good Cut	Online Video	Papel & Caneta	My Best Flaw	Papel & Caneta
Shortlist	Craft Cut	3 Spot Campaign	Clemenger BBDO Wellington	Belted Survivors	NZ Transport Agency
Shortlist	Media Cut	Alternative	CHE Proximity	#Eambassadors	Velocity Frequent Flyer
Shortlist	Craft Cut	Online Video	SUN-AD Company Limited	Play the Biggest Record	TOYOTA
Shortlist	Craft Cut	Integrated	ANR BBDO and Åkestam Holst NoA	In the names of equality	Fredrika Bremer Association and Equalisters (Rättviseförmedlingen)
Shortlist	Works For Good Cut	Integrated	ANR BBDO and Åkestam Holst NoA	In the names of equality	Fredrika Bremer Association and Equalisters (Rättviseförmedlingen)
Shortlist	Innovation Cut	Integrated	ANR BBDO and Åkestam Holst NoA	In the names of equality	Fredrika Bremer Association and Equalisters (Rättviseförmedlingen)
Shortlist	Works For Good Cut	Alternative	Grey Duesseldorf	discovering hands - The Blind see more.	discovering hands
Shortlist	Craft Cut	Product & Packaging Design	Grey Duesseldorf	discovering hands - The Blind see more.	discovering hands
Shortlist	Experience Cut	Alternative	Grey Duesseldorf	Sons of Solidarity	Parkinsonsamtoekin
Shortlist	Health Cut	Alternative	Grey Duesseldorf	Sons of Solidarity	Parkinsonsamtoekin
Shortlist	Communication Cut	TV/Cinema	LOLA MullenLowe	Choose Mbustache	Pescanova
Shortlist	Health Cut	Alternative	FCB Sao Paulo	NIVEA Sun Binoculars	NIVEA
Shortlist	Communication Cut	TV/Cinema	DDB Sydney	Ari	Westpac Banking Corporation
Shortlist	Innovation Cut	Integrated	SOUR Bangkok	Girl From Nowhere	GMM Grammy
Shortlist	Works For Good Cut	Integrated	Raya	Selenna's Book	Amaranta School
Shortlist	Media Cut	Alternative	MullenLowe Boston	Re-Ranking the Rich	Nuveen
Shortlist	Communication Cut	Integrated	MullenLowe Boston	Real Meals	Burger King
Shortlist	Health Cut	Product & Packaging Design	VMLY&R Brazil	Glitter Repellent	Itaipava
Shortlist	Innovation Cut	Alternative	VMLY&R Brazil	Fair Podium	Aquatic Federation (São Paulo)
Shortlist	Craft Cut	5 Spot Campaign	LOLA MullenLowe	Pleasure Icon	Magnum
Shortlist	Experience Cut	Online Video	J. Walter Thompson Amsterdam	The Unbias Button	ElaN
Shortlist	Works For Good Cut	Integrated	BBDO India	Sons #ShareTheLoad	Ariel
Shortlist	Communication Cut	Integrated	BBDO India	Sons #ShareTheLoad	Ariel

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