

# The significance of 17 for dentsu

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17 signifies self-discipline, compassion, responsibility, awareness, and wisdom, and depicts perfectly how the dentsu brands work with our clients and their brands across sub-Saharan Africa. 17 is also the number of finalists we attained at this year's Loeries.



We see a clear pattern in what and how consumer markets are responding to social and global issues such as humanitarian crises, value for money as spend becomes less, real community connection and entertainment at home becomes more prevalent.

Whilst there can be only a single winner in each category, the selection as a finalist out of hundreds of entries in so many categories (OOH, data, digital, film, creative and fully integrated campaigns) is testament to our clients and creative teams, signifying growth, share of market voice and resilience, through turbulent times over the past months.

Undoubtedly, winning is sweet, but achieving a bronze in the 90-second film category is a huge accolade for our creatives at dentsu Kenya and for Netflix, who were launching in the Kenyan market for the [Netflix for The H-Town Gambit](#).

"We fused the power of data-driven insights with local human-powered talent that created work that just works beautifully," said Maxwell Ngari, executive creative director.

Followed by FoxP2 in the Craft Film division who received a certificate for client [Budget Insurance 'Don't Beeetch, Sweetch'](#) campaign.

*"What makes us proud of our work is the full leveraging power of our deep data analytics and insights that form the foundation of our client branding and marketing campaigns. We absolutely believe and practise simple truths and real human connection. Marketing and advertising has the undeniable ability to build mutually beneficial and profitable relationships between our brands and our clients."*

– Dawn Rowlands, CEO dentsu SSA.

**Here is the full list of our finalist nominations:**

Agency	Campaign	Client	Product
DENTSU KENYA	Draw The Line Against Malaria	Brand	Malaria Campaign
Create Mozambique	Econsila	Malaria No More	2M
dentsu X	Hennessy Artistry	ABInbev	Very Special
DENTSU KENYA	THE BREATHING BILLBOARD	Hennessy	AIR QUALITY
DENTSU KENYA	THE BREATHING BILLBOARD	SAFARICOM PLC	AIR QUALITY
DENTSU KENYA	The H-Town Gambit	SAFARICOM PLC	Freemium Plan
DENTSU KENYA	Draw The Line Against Malaria	Netflix	Malaria Campaign
Dentsu McGarryBowen	Nollywood is Home	Malaria No More	Nollywood is Home
Dentsu McGarryBowen	Talk to Nigeria	Netflix	Orijin
Dentsu McGarryBowen	King of Boys II	Guinness Nigeria	King of Boys II
dentsu X	National Consumer Promo	Netflix	Premier Cool
dentsu X	Zero Malaria Starts With Me	PZ Cussons	Global Fund Malaria
dentsu X	World Breakfast Day	Society For Family Health	Blue Band
FoxP2 JHB Advertising	Don't Beeetch, Sweeetch.	Upfield	Budget Car Insurance.
FoxP2 JHB Advertising	Fight Your Regret Monster	Budget Insurance	Brand
FoxP2 JHB Advertising	Don't Beeetch, Sweeetch.	Hippo.co.za	Budget Car Insurance
FoxP2 JHB Advertising	Here, here, here	Budget Insurance	1st For Women Insurance

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