

# Agency expectations with... FCB Joburg

In our feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what Jonathan Deeb, ECD at FCB Joburg, expects...



Jonathan Deeb

## 1. What's your official job title and how long have you been at the agency?

**Deeb:** I've been the Executive Creative Director at FCB Joburg for just over a year and a half now.

## 2. How long has your agency been attending the Loeries?

**Deeb:** Wow - I'm guessing from the inception of the Awards, the year before I was born - 1978

## 3. What's your biggest Loeries highlight of years past?

**Deeb:** That would have to be Loeries 2014 - we basically camped out on stage and were ranked No 1 Loeries Agency, we helped our client Coca-Cola South Africa to be ranked as No 1 Brand, Sharon Keith was named No 1 Marketer, and I was ranked as No 1 ECD. All-in-all, a good year.

## 4. What are you most looking forward to from Loeries Creative Week 2015, set to hit Durban in August?

**Deeb:** A new, exciting location. Some fantastic international speakers. The breakthrough work. And, and of course, the tequila.

## 5. Tell us some of your own agency work you're entering this year!

**Deeb:** Now that would be telling. Suffice to say the pressure is on to represent the brands we service with pride.

## 6. Who do you predict will win big this year, and why?

**Deeb:** This early in the global awards calendar it's still too early to make that sort of prediction. In the next few months we will start to see the real contending work emerging.

Lots to look forward to based on last year's showing, even if much for this year is still under wraps, it seems.

[Click here for a reminder of how](#) FCB Joburg and Coca-Cola South Africa headed the Loeries Official Rankings for 2014 and [here for](#) more from Deeb.

For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loeries Creative Week](#) section.

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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