

Ogilvy & Mather catches its sixth consecutive Loeries Grand Prix

Issued by [Ogilvy South Africa](#)

22 Aug 2016

The O&M group took home 52 awards including a Grand Prix for KFC "Everyman Meals".

Ogilvy & Mather (O&M) South Africa, the integrated agency for the digital age, experienced a remarkable weekend at the annual Loerie Awards, which celebrates and recognises award winning creative communications by agencies and marketers in Africa and the Middle East.

In total, the Group took home 1 Grand Prix, 13 Gold, 11 Silver, 19 Bronze and 8 Craft Certificate awards for clients Audi, Iziko Museum, KFC, Multichoice Philips, SAB, Viacom/MTV, Vodacom, and Volkswagen, spread across the full spectrum of categories, including digital, TV, radio, effective creativity, service design, events, print and integrated. The awards are not only a reflection of the creative talent within the agency but also showcases the truly integrated capability of O&M.

However, it was the sixth consecutive Grand Prix win which stole the show for the Group. The radio work "Everyman Meals" for KFC has grasped the attention of judging panels both locally and internationally; in April it was awarded a Yellow Pencil at D&AD, and subsequently a Grand Prix at the Cannes Lions International Festival of Creativity in June.

"The Everyman Meals radio commercials are so exceptionally good due to their deep insight into the changing world of masculinity," commented Mike Middleton, CMO of KFC Africa. "Ogilvy tapped into this insight and delivered a campaign that not just excited South Africans but the global advertising community."

"I'm thrilled with our performance again this year," says Pete Case, Chief Creative Officer, Ogilvy & Mather South Africa. "These wins for brave work continue to prove that our mission to be the most integrated agency in SA is pushing boundaries in every direction. Thank you to everyone across the group for their continued contribution in keeping the flag of 'Pervasive Creativity' flying high. And of course a large thank you to our clients, who've taken the creative journey with us."

"It's been proven that the best creative work delivers business results, we are proud to be working with clients that allow us to produce work that works," added Abey Mokgwatsane, Chief Executive Officer, Ogilvy & Mather South Africa. "Congratulations to all of our clients and our people for their well-deserved accolades."



In addition to a weekend of celebrating great creative work, O&M South Africa also congratulates Nunu Ntshingila, who was inducted into the Loerie Hall of Fame. Ntshingila made an indelible mark on the agency prior to joining Facebook last year

to head up the social network's first African office and thanked O&M on stage for helping shape her two decade creative career.

Katie Mylrea was also a recipient of the Adams & Adams Young Creative Award – the fourth consecutive time that an O&M employee has received this recognition.

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