

Ogilvy lands ads of the year

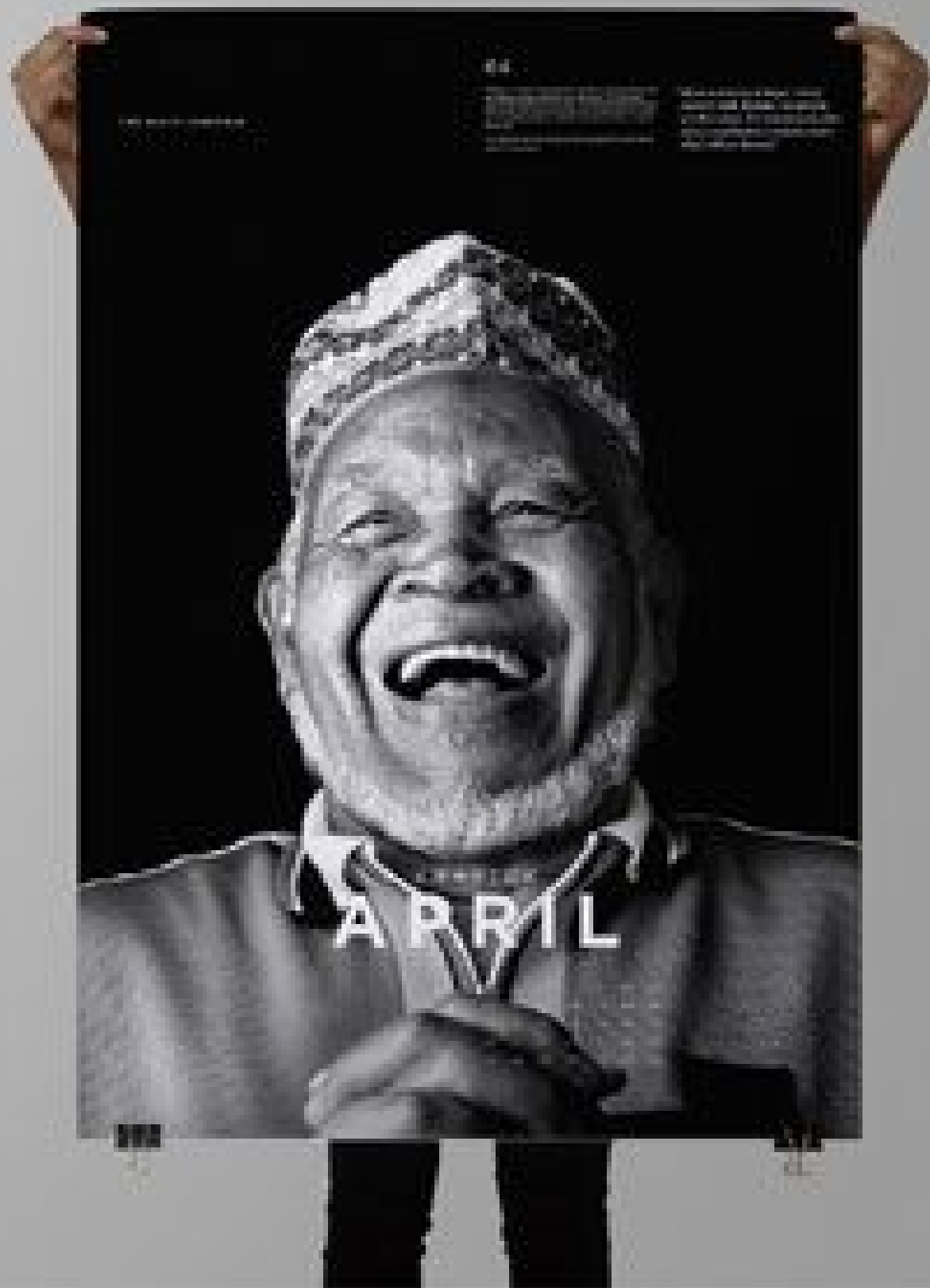
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First prizes for KFC in radio and Iziko Slave Lodge Museum in print led the way for another rewarding awards night for Ogilvy SA at the 2017 Creative Circle Ad of the Year.



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The much-lauded Slave Calendar from Geometry Global (WPP's shopper marketing agency) - in partnership with Ogilvy Cape Town – received yet another accolade with its first prize in the print category. Ogilvy Cape Town delivered further with second place prize for Volkswagen work in Outdoor & OOH and third places for Amarok Social Test Drive and District Six Museum.

O&M Johannesburg continued its dominant winning run in radio with first and second prizes for KFC work in that category added to a second in Digital & Interactive for Cadbury Dairy Milk.

Chief Creative Officer Pete Case highlighted the breadth of the winning work: "Seven awards in six different categories for five different clients really demonstrates our capabilities across the range of modern marketing disciplines. We're very thankful to our clients for partnering with our teams on these pieces of work."

The complete list of Ogilvy SA Creative Circle Ad of the Year wins is below.

Ogilvy Cape Town

Prize	Ranking	Category	Campaign	Client
Ad of the Year (in partnership with Geometry Global)	1st Prize	Print Communications	The Slave Calendar	Iziko Slave Museums
Ad of the Year	2nd Prize	Outdoor and Out of Home	Technically Dancing Superheroes	Volkswagen SA

Ad of the Year	3rd Prize	Experiential Advertising	District Six Travelling Suitcases	District Six Museum
Ad of the Year	3rd Prize	Integrated Campaign	Amarok Social Test Drive	Volkswagen SA

Ogilvy Johannesburg

Prize	Ranking	Category	Campaign	Client
Ad of the Year	1st Prize	Radio Communications		KFC
Ad of the Year	2nd Prize	Radio Communications	Slyza Tsotsi	KFC
Ad of the Year	2nd Prize	Digital & Interactive	Cadbury Dairy Milk	Mondelez

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