

Sabre rattling work for Africa from Ogilvy SA

Issued by [Ogilvy South Africa](#)

16 May 2018

Ogilvy South Africa picked up the ultimate continental accolade at the 2018 Holmes Report Sabre Africa Awards in Gaborone on Thursday night (10 May 2018).

The agency won the Platinum Sabre Africa Award for Best in Show for the second year running with the Life Uncensored campaign for Pfizer.

Life Uncensored provided an interactive platform, specially created to provide a more human approach to medical conditions such as erectile dysfunction, contraception and menopause. It achieved over 1.2m views of video content and contributed to an exceptional growth in sales of relevant products for Pfizer including market share growth from 8% to 21%. Last year, Ogilvy South Africa won the Platinum Sabre with the PROtestHIV World Aids Day campaign for Anglo American.

The agency also won four 2018 Sabre Africa category awards and a certificate of excellence.

Ogilvy South Africa's Influence and Public Relations National Managing Director, Joanna Oosthuizen, says; "The Sabres bring continental recognition to go with the five 2018 Prism awards already won this year on the local stage. Our next target is to get our work recognised among the best in EMEA and the world, and we believe we have the kind of clients who allow us to achieve that sort of level."

Ogilvy winners - 2018 Holmes Report Sabre Africa Awards

Platinum Sabre Award for Best in Show

Life Uncensored - Pfizer

Digital Campaign

Winner:

Life Uncensored - Pfizer

Social Media Campaign

Winner:

KFC Black Fried Day - KFC

Certificate of Excellence:

KFC Soundbite - KFC

Consumer Products/Services

Winner:

Nimue 12 Week Challenge #NoMakeUpBride - Nimue

Healthcare

Winner:

Life Uncensored - Pfizer

- **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024
- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy's new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024

[Ogilvy South Africa](#)



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>