

# TBWA\ Collective soars to success at Loeries Africa Middle East 2018

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Named Regional Agency of the Year 2018, TBWA\ collectively took home 39 Loerie Awards, including two Grand Prix, seven Golds and nine Silvers, 15 Bronze and 5 Craft Certificates solidifying its position as the top regional agency in Africa Middle East.





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Both award nights saw big wins for the TBWA\ network in traditional and new categories alike, for campaigns like the highly acclaimed Highway Gallery from TBWA\RAAD taking a Grand Prix in the radio category, #BreakingBallet from TBWA\Hunt\Lascaris Johannesburg receiving Campaign Gold in Social Media and Silver in the Data Driven Campaign, #HopeJoanna from Grid Worldwide being awarded Silver in the Internet Video category and the Fear and Fantasy Festival from TBWA\ REKLAM HIZMETLERI A.S. also taking a Grand Prix for Identity Programmes. .“Our success at this years Loeries is both a testament to the creative philosophy of Disruption and a manifestation of our investment strategy, where we have invested heavily in attracting and growing data capabilities, production capabilities, talent initiatives and innovation in general” explains Sean Donovan, CEO of TBWA\South Africa.



The work we are producing is proof of real shifts in the TBWA\ business over the past eighteen months with much more inter-agency collaboration within the group here in SA as well as the region. We see ourselves not as a network of distinctive agencies within a group or a territory but more a creative collective from which we pull the most suited resources for a particular task, united under a philosophy of being The Disruption Company.” says TBWA\ President for CEE, Middle East and Africa, Cem Topçuoğlu.



Speaking on behalf of TBWA\RAAD, Chief Creative Officer Walid Kanaan says “Our performance at the Loeries’ this year was our best to date, and to contribute to winning the prestigious “Group Agency of the Year” is an unexpected extra. We’re so thankful to our clients for their trust, and so proud to see our willingness to take big creative risks being rewarded on this level. “

The Loeries success comes only weeks after a standout showing at Cannes, “a strong indication that we continue to pass

these goals.”

Awards table below:

TBWA\				
Prize	Category	Brand	Title	Entry Company
Grand Prix	Brand Identity & Collateral Design - Identity Programmes	Fear and Fantasy Festival	Fear and Fantasy Festival	TBWA REKLAM HIZMETLERI A.S.
Bronze	Brand Identity & Collateral Design - Logos	National	National	Grid Worldwide Branding (Pty) Ltd
Campaign Craft Gold	Design Crafts - Photography	Tiger Brands	Doomed Insects - Fly, Cockroach, Ant	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Campaign Craft Gold	Design Crafts - Art Direction / Graphic Design	Distell	Nederburg Stories - A Story For The Bold-Hearted, Born In The Shadows, Written On A Sea Breeze	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Craft Gold	Design Crafts - Illustration	MTN	MTN Illustration	Grid Worldwide Branding (Pty) Ltd
Craft Certificate	Design Crafts - Typography	MTN	MTN Brighter Sans	Grid Worldwide Branding (Pty) Ltd
Gold	Digital & Interactive - Social Media	Joburg Ballet	Breaking Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Data Driven Campaign	Joburg Ballet	Breaking Ballet	TBWA Hunt Lascaris Johannesburg
Silver	Digital & Interactive - Social Media	Connect	Slow Trends	TBWAIRAAD
Campaign Bronze	Digital & Interactive - Display Advertising	Tiger Brands	Most Annoying Banner, Breeding Banner	TBWA Hunt Lascaris Johannesburg (Pty) Ltd
Bronze	Digital & Interactive - Social Media	Nissan KSA	#SheDrives	TBWAIRAAD
Craft Certificate	Digital Crafts - Music & Sound Design	Joburg Ballet	Breaking Ballet	TBWA Hunt Lascaris Johannesburg
Silver	In-Store	Amnesty International	Skins of Peace	TBWAIRAAD
Campaign Silver	Newspaper Advertising	Apartheid Museum	Past and Present - Verwoerd, Botha, Smuts	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Newspaper Advertising	UNDP	Istanbul Green Cemeteries - Kocasinan, Bagcilar, Gungoren	TBWA REKLAM HIZMETLERI A.S.
Campaign Bronze	Newspaper Advertising	Go Sport	The Men's Sale - Lina, Dhaliya, Fatiha	TBWAIRAAD
Campaign Bronze	Newspaper Advertising	MTN South Africa	MTN Emojicons - Ghost, Snowman, Poo	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	Nissan	Camelpower - Hump, Nostrils, Heart, Leg	TBWAIRAAD
Campaign Bronze	Indoor Posters	Apartheid Museum	The Old South Africa Flag - Segregation, Police Brutality, Youth	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Indoor Posters	Land Rover	Don't Drink and Drive - Carambola, Peyote, Ayahuska	TBWA REKLAM HIZMETLERI A.S.
Campaign Craft Certificate	Print Crafts - Typography	Apartheid Museum	Past and Present - Verwoerd, Smuts, Botha	TBWA Hunt Lascaris Johannesburg
Campaign Gold	PR & Media Communication Campaign	Joburg Ballet	Breaking Ballet	TBWA Hunt Lascaris Johannesburg
Campaign Silver	PR & Media Communication Campaign	Nissan KSA	#SheDrives	TBWAIRAAD
Campaign Bronze	PR & Media Communication Campaign	Connect	Slow Trends	TBWAIRAAD
Craft Certificate	Live Crafts	Louvre Abu Dhabi	Highway Gallery	TBWAIRAAD
Campaign Bronze	Media Innovation - Media Campaign	Amnesty International	Skins of Peace	TBWAIRAAD
Grand Prix	Branded Content Radio & Audio	Louvre Abu Dhabi	Highway Gallery	TBWAIRAAD
Gold	Radio Station Commercials	Apartheid Museum	Verwoerd	TBWA Hunt Lascaris Johannesburg
Campaign Silver	Radio Station Commercials	Flight Centre Youth & Adventure	World Gone Mad - Swim, Date, Festival	TBWA Hunt Lascaris Johannesburg
Campaign Bronze	Radio Station Commercials	AWR Arabian Automobiles	Fake Parts - Liam Neeson, Morgan Freeman	TBWAIRAAD

Campaign Bronze	Radio Station Commercials	Kafa	Letters - Sister, Mother	TBWA\RAAD
Campaign Craft Gold	Radio Crafts - Writing	Flight Centre Youth & Adventure	World Gone Mad - Swim, Festival, Date	TBWA Hunt Lascaris Johannesburg
Campaign Craft Certificate	Radio Crafts - Direction	Flight Centre Youth & Adventure	World Gone Mad - Festival, Date, Swim	TBWA Hunt Lascaris Johannesburg
Campaign Gold	Branded Content Video - Series	Joburg Ballet	Breaking Ballet	TBWA Hunt Lascaris Johannesburg
Silver	Internet Video - above 30s	#HopeJoanna	#HopeJoanna	Grid Worldwide Branding (Pty) Ltd
Silver	Branded Content Video - Single	Nissan KSA	#SheDrives	TBWA\RAAD
Bronze	TV & Cinema Commercials - up to 90s	Standard Bank	We're coming for you	TBWA Hunt Lascaris Johannesburg
Bronze	TV & Cinema Commercials - above 90s	FNB	The Helpers	Grid Worldwide Branding (Pty) Ltd
Campaign Bronze	Effective Creativity	Nissan	Camelpower	TBWA\RAAD

[#HopeJoanna](#) from [Dimitri Repanis](#) on [Vimeo](#).

[FFF - Fear and Fantasy Festival](#) from [jingle jackson](#) on [Vimeo](#).

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**TBWA**

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