

Grey continues to climb the Creative Circle rankings

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Throughout the worst crisis in living memory, Grey has continued to push boundaries by creating award-winning campaigns that effectively impacted the market with three of the top 10 commercials featured in Kantar's 2020 most loved commercials in South Africa from Grey.



MARKETING & MEDIA

Grey tops the Kantar Best Liked Ads of 2020 rankings with 3 of SA's top 10 commercials

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In 2019, Grey had been voted ninth most creative agency overall. In 2020 Grey has climbed another four rankings to number five in the Creative Circle interim rankings.

Paul Jackson, Grey Advertising Africa CEO, states: "If it wasn't for the total commitment and unyielding work ethic of the Grey team during a really challenging period, we would not have created our brand of Famously Effective creativity – which is being acknowledged by consumers, clients and our peers. We are incredibly chuffed with the trajectory of our recent creative rankings."



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South Africa's first Digital Craft Lion awarded to Grey Africa

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Fran Luckin, chief creative officer of Grey Africa, concludes: "Behind an achievement like this there's always a huge team effort. We're grateful to have a strong team here at Grey and great partnerships with clients who believe in famously effective creativity."

New creative chapter: Metropolitan teams up with Grey South Africa 20 Feb 2024

Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency 31 Jan 2024

" **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023

" **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023

" **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

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Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

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