

M&C Saatchi Abel turns on the heat at Loeries 2018!

Issued by [M&C Saatchi Abel](#)

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Spearheaded by the Nando's #rightmyname campaign, M&C Saatchi Abel brought home 14 new birds across a spread of blue-chip clients.



Nando's garnered a coveted Grand Prix, four Golds and a Silver! With Silver and Bronze accolades to Takealot, Mr D, Windhoek Beer, Zeitz Museum of Contemporary Art Africa, ZANG Caffeinated Chocolate and the Domestic Animal Rescue Group.

"Our success at Loeries 2018 was due to our obsession to create beautifully simple solutions for an increasingly complex world. Thanks to our brave clients for sharing this vision and challenging us to produce work that creates meaningful change in the marketplace," commented Neo Mashigo, Chief Creative Officer of the M&C Saatchi Group.

"It's really rewarding to the 165 people at M&C Saatchi Abel when meaningful work is given the kind of acknowledgement it received at the Loeries."

The full list of M&C Saatchi Abel awards at Loeries 2018

Grand Prix

- Nando's 'Right My Name' campaign - Print Communication: Tactical use of Newspaper

Gold

- Nando's 'Right My Name' campaign - Media Innovation: Single Medium Element
- Nando's 'Right My Name' campaign - PR & Media Communication
- Nando's 'Right My Name' campaign - Communication Design: Mixed-Media Campaign
- Nando's 'Right My Name' campaign - Print Communication: Tactical use of Newspaper

Silver

- Nando's 'Right My Name' campaign - Digital & Interactive Communication: Digital Intergrated Campaign.
- Windhoek 'Perfect time, perfect beer' - 'Slay queen Makoti', 'Woodchuck', 'Mazenkeng' - Radio & Audio: Radio Station Commercials
- Zang 'K.O. Fatigo' - Film: Branded Content Video
- Mr D 'Anything you feel like' - Communication Design: Logos

Bronze

- Takealot 'Make winter great again' - Radio & Audio: Radio Station Commercials
- DARG 'Test run a dog' - Live Communications: Ambient
- Zeitz MOCAA Identity Programme - Communication Design: Identity Programmes
- M&C Saatchi Abel - Communication Design: Direct & Promotional Mail

Craft Certificate

- Takealot 'Make winter great again' – 'Yo momma's door', 'Nice crowd', 'Bing!' - Radio & Audio: Radio Station Commercials

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M&C Saatchi Abel

M&CSAATCHI ABEL

It is at the heart of everything we do. From creative thinking to creative work. From how we are structured to the systems we use. Brutal Simplicity runs through the culture of every single one of our offices, all around the world.

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