

FoxP2 wins Gold at the prestigious Effies

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[FoxP2](#) is proud to announce another Gold win for their #16DaysofLight campaign for 1st for Women at the 2021 inaugural Effie Awards South Africa.

Honouring the most significant achievement in advertising and marketing communications: effectiveness, the awards were held on the 14th October at a gala event at The Galleria in Sandton.

Launched during the national 16 Days of Activism for No Violence Against Women and Children in 2019, FoxP2 used provocative and powerful storytelling to shine a light on women abuse. By projecting haunting tributes to victims of brutal murders, rapes and femicides onto eerily dark locations (the actual scenes where these crimes were perpetrated), the campaign placed violence against women in the spotlight and created a platform for gender-based violence (GBV) victims to be connected to professional help.

Each hauntingly beautiful tribute was created by an all-woman crew from FoxP2, 1st for Women and Darling Films who travelled across SA to meet the victims' survivors where they relived their horrifying stories before shining a light on them to make a difference for millions of other women in South Africa. [Watch here](#).

This is not the first win for the hauntingly beautiful, provocative, and impactful campaign. In 2020, #16DaysofLight took home a Grand Prix and Gold award at the Loeries as well as a Bronze at the international Clio Awards. The campaign also contributed to FoxP2 being ranked as SA's most creative agency on the Loeries Official Rankings, medium-sized agency list for the second year in a row, making it one of the most successful campaigns in the agency's 16-year history.

In 2021, the campaign was shortlisted for a Glass Lion for change at the Cannes International Festival of Creativity which category recognises work that implicitly or explicitly addresses issues of gender inequality or prejudice.

Commenting on the win, Lynda Fiebiger, general manager at FoxP2 says: "This campaign is one of the most memorable campaigns that our team has worked on and for it to be awarded one of only three Golds at the Effie Awards is no small feat.

It is one thing to win creatively but another to be awarded for effectiveness. I am so proud of everyone involved."

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