

# Ogilvy leads creative rankings at International Clio Awards 2024

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For the second consecutive year, Ogilvy was announced as the most awarded South African agency at this year's prestigious Clio Awards Show. With more than 120 judges from over 62 countries, the Clios attract some of the best creative communication work from agencies across the globe.

Ogilvy South Africa won one Gold, one Silver, two Bronzes, and two Shortlists at the event, for work produced on the Castle Lager and Volkswagen South Africa brands. The global Ogilvy Network also received the distinction of being the most awarded agency across the entire event.



Pete Case, CEO of Ogilvy South Africa, reacted, "We are extremely proud that our winning work is not only for some of our biggest clients but also for some of their most important objectives. This work drives innovation, sustainability, brand affinity, and sales for two of South Africa's most loved brands. Thank you to our clients for believing in the power of creativity to drive impact for their businesses."

Vaughan Croeser, vice president of marketing at South African Breweries, commented after winning Gold, "As the world's pre-eminent awards show for innovation and creative excellence, it was a great moment for the South African Breweries marketing team and our partners at Ogilvy, when we received the news of our Clio wins. We are committed to keep pushing the boundaries of innovation in marketing."

Bridget Harpur, head of marketing at Volkswagen South Africa added, "We are honoured to receive this global recognition for work that is helping to build our market position of safety and innovation."

The wins at the Clios follow a positive year of awards and recognition for Ogilvy South Africa. First place at the Loeries, Effies, Assegais, MAAs, Cannes, and the recent Creative Circle annual rankings place Ogilvy as the most creative and effective agency in the country over the past year.

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