

# Post-production gladiators come from Ludus

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When it comes to breaking barriers, working on award-winning campaigns and putting staff talent and client-centricity first, [Ludus](#) has it down to a fine art.



*Ludus at the Loeries*

Named after an ancient Roman school known for producing gladiators, the post-production company slays all creative giants and wins every war for its clients – Offering a facility that caters for the needs of production houses, directors and agencies alike. Ludus takes pride in being all about supporting its ‘work-family’, with the team spending so much time at the office that nurturing a family-culture is imperative.

“One only needs to look at our social media to see that we are all about sharing this story with our clients, suppliers and friends. We are all about making our days memorable and exciting for both our clients and ‘The Fam’,” says Ludus Client Liaison and Senior Producer Mandy Biart.

## In a perfectly diverse creative world

“Historically, our industry hasn’t been a leader in diversity and inclusion,” says Biart. But, Ludus is committed to promoting South African women of colour to prominent positions to bring about real change. She continues: “It’s important that our industry corrects the ratios and ensures women, and most importantly women of colour have a seat at the creative table.” Due to the gender bias gap, Ludus is committed to seeking out female talent for any new career opportunities that arise. All senior positions are held by women.

Biart goes on to explain that the company take various steps in order to safeguard female employees against unwanted attention, as well as give them a voice in the organisation - A ‘velocity matters’ meeting is held once a week, which sets out the roadmap of what needs to be accomplished - on time and on budget. These are run by Ludus’ female managing director, Ashleigh Oates, and implemented by the all-women team of producers.



*Celebrating Ludus women*

## **How does Ludus live out its focus on people and talent above all else?**

‘The Fam’ (the Ludus team) is considered among the most valuable assets that the Ludus has. “They contribute to the mission and the company’s overall success, which means it’s worth investing in them in order to motivate them to provide their best work,” comments Biart.

According to Ludus philosophy, the key to developing ‘The Fam’ to the utmost of their potential is understanding their drives and what motivates them – getting to know what will reach and inspire them to push themselves further. “Placing greater responsibility on someone’s shoulders might seem like a burden for some, but for others it serves as a reward and motivation. It’s a show of faith on your part in their abilities, and a demonstration of your belief that they’re capable of handling more,” Biart concludes.

## **Telling better creative stories**

As post-production partners for The Loeries 2019, Ludus also believes in pushing South African creatives to tell better, more diverse and authentic stories, encouraging industry players to work together to retain the value of their crafts and find new solutions which offer clients the best creative talent. Mark Ash, Senior Offline Editor, elaborates: "Our industry needs to pull together and unite as creatives rather than chip away at each other. Rather create synergy and greater capacity through collaboration with like-minded people, re-imagining the current way of working and rendering it far more inclusive. Doing so is the only way in which collective longevity can be ensured in an industry in flux."

Since the Loerie Awards offer the most prestigious industry accolades on the continent, it is the ideal fit for Ludus, as the company’s corporate responsibility focus is to partner important events like this one. The Loeries post-production needs are diverse and road-mapped well in advance, months before the actual awards. As a facility, Ludus has the necessary capacity to roll out these requirements on time throughout the year.

## **This year, Ludus saw the following winning works at the Loeries:**

**In the category: Film - TV Cinema Commercials - Up to 90s – Nando’s ‘You People’ (TV1A-19-11108):**

Award: Silver  
Editing company: The Ludus  
Editor: Mark Ash  
Post Production: The Ludus  
Agency: M&C Saatchi Abel  
Account Management: Nadine Govender  
Agency Art Director: Lubabalo Mtati  
Agency Producer: Bronwyn Henry  
Art Director/Stylist: Lauren Wilensky (Darling)  
Brand Representative: Chief Marketing Officer  
Chief Creative Officer: Neo Mashigo  
Cinematography: Devin Tosseli  
Creative Director: Jabulani Sigege  
Executive Creative Director: Neo Mashigo  
Film Director: Chloe Coetsee  
Production Company: Darling Films  
Media Agency: The Media Shop  
Music Composer: Garrick Jones  
Recording Studio: We Love Jam, Sterling Studios  
Sound Designer: Arnold Vermaak (We Love Jam), Sean Williams (Sterling Sound)  
Strategist: Makosha Maja-Rasethaba  
Writer: Gabriella (Bella) Evans

**In the category: Film - TV & Cinema Commercials - Up to 90s – Nando's 'Afrotising' (TV1A-19-11668):**

Award: Grand Prix  
Editing company: The Ludus  
Editor: Andrew Traill  
Agency: M&C Saatchi Abel  
Account Management: Nadine Govender  
Agency Art Director: Wade Barnes, Joshua De Kock  
Agency Producer: Bronwyn Henry  
Art Director/Stylist: Bobby Cardoso / Bee Diamondhead  
Brand Representative: Doug Place

Chief Creative Officer: Neo Mashigo  
Cinematographer: Adam Bentel  
Creative Director: Wade Barnes, Joshua De Kock  
Executive Creative Director: Gordon Ray  
Film Director: Tebza Malope  
Production Company: The Star Film Company  
Music Composer: Tigerfight  
Performance: Hamilton Dlamini, Khuli Chana  
Producer: Adam Thal, Ashley Kadish  
Recording Studio: Sterling Sound  
Strategist: Keke Mahlelebe, Johannes Keiper, Jason Finklestein  
Writer: Joshua de Kock, Wade Barnes  
Post Production: The Ludus

**In the category: Film - Direction - Up to 90s – Nando's 'Afrotising' (TVWA-19-11124):**

Award: Craft Certificate  
Editing company: The Ludus  
Editor: Andrew Traill  
Post Production: The Ludus  
Agency: M&C Saatchi Abel  
Account Management: Nadine Govender  
Agency Art Director: Wade Barnes, Joshua De Kock  
Agency Producer: Bronwyn Henry  
Art Director/Stylist: Bobby Cardoso / Bee Diamondhead  
Brand Representative: Doug Place  
Chief Creative Officer: Neo Mashigo  
Cinematographer: Adam Bentel  
Creative Director: Wade Barnes, Joshua De Kock  
Executive Creative Director: Gordon Ray  
Film Director: Tebza Malope  
Production Company: The Star Film Company  
Music Composer: Tigerfight  
Performance: Hamilton Dlamini, Khuli Chana  
Producer: Adam Thal, Ashley Kadish

Recording Studio: Sterling Sound

Strategist: Keke Mahlelebe, Johannes Keiper, Jason Finklestein

Writer: Joshua de Kock, Wade Barnes

Post Production: The Ludus

<https://www.youtube.com/watch?v=LRwiu-QsiSk>

**In the category: Film - Branded Content Film - Series, Outsurance 'It's a calling' (TV1H-19-11888):**

Award: Bronze

Editing company: The Ludus

Editor: Mark Ash

Post Production: The Ludus

Agency: Outsurance

Executive Creative Director: Bryn Puchert

Film Director: Zee Ntuli

Production Company: Darling Films

Music Composer: Chris Letcher

Producer: Lorraine Smit, Melina McDonald, Mmameyi Mphahlele

Sound Designer: Lorens Perrson

Recording Studio: Sterling Sound

VFX Operator: Michael Naidoo

[Outsurance - The Calling "Linda" Directors cut](#) from [Darling](#) on [Vimeo](#).

**In the category: Effective Creativity, Huggies 'Baby Marathon' (XC1A-19-12287):**

Award: Campaign Gold

Editing company: The Ludus

Editor: James O'Sullivan

Post Production: The Ludus

Agency: Ogilvy South Africa

Film Director: Matthys Boshoff

Production Company: The Star Films Company

Music and Sound Design: Louis Enslin, Theo Potgieter

Creative Director: Catherine Wanliss, Gregory King

Chief Creative Officer: Pete Case

Executive Creative Director: Mariana O'Kelly

Art Director: Chantelle Dos Santos, Jade Amic, Suzanne Jenner

**In the category: Film - Online Film - above 30s, Brand SA ‘The Prayer’ (TV1D-19-12365)”**

Award: Silver

Editing company: The Ludus

Editor: Nick Gishen

Post Production: The Ludus

Agency: The Odd Number

Account Management: Kazi Mestile

Agency Art Director: Elzanri Kirsten, Sbu Sitole

Agency Producer: Shoni Nekhabambe

Brand Representative: Sithembile Ntombela, Tshepiso Malele

Chief Creative Officer: Sbu Sitole

Cinematography: Brendan Barnes

Executive Creative Director: Terry McKenna

Film Director: Ernest Nkosi

Production Company: Seriti Films

Performance: Richard Njoku

Recording Studio: Sterling Sound

Sound Designer: Sean Williams

VFX Opperator: Michael Naidoo

Writer: Neema Nouse, Terry McKenna

**If you're interested in working with one of the most creative, diverse and motivated teams, get in touch!**

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