

Grand Prix and Gold for FoxP2

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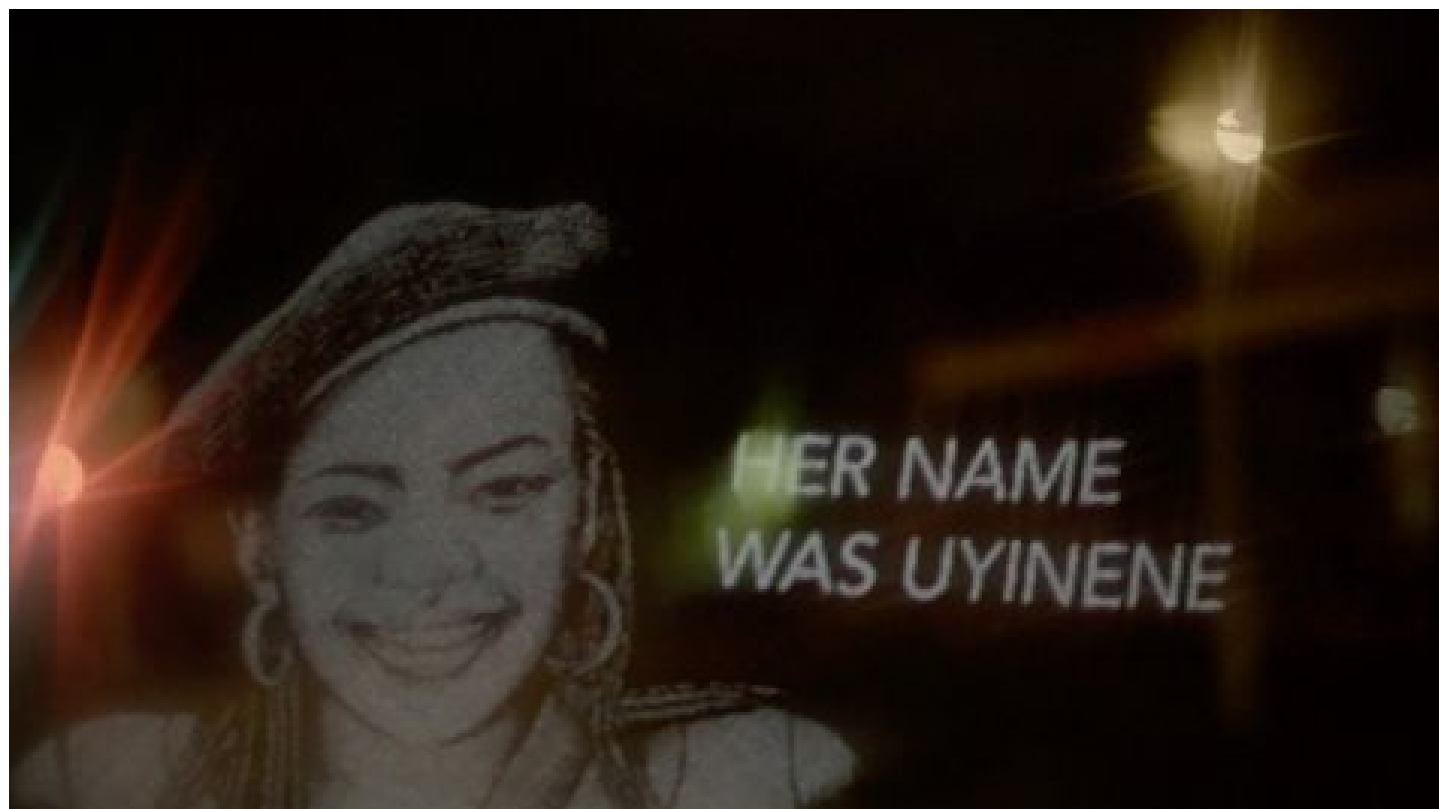
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This year, the Loeries Creative Week was held virtually in a five-day online awards ceremony with creative agency, [FoxP2 South Africa](#) shortlisted 50 times across multiple categories.

Off the back of the many shortlists – FoxP2 would walk away as one of only three South African agencies to win a Grand Prix with their evocative and life-saving [16 Days Of Light Campaign](#) for First For Women Insurance in the Out of Home - Ambient category.

The accolade is awarded to entries that are deemed to be “truly exceptional and represent the highest standard of creativity and excellence”. Grant Jacobsen, creative founder and group MD of FoxP2 SA, said of the Grand Prix win: “It’s an incredible honour. The Loerie Grand Prix is South Africa’s greatest advertising accolade — the highest that can be given — and the one every single South African agency covets. Having this campaign recognised with one is testament to the tireless courage, commitment and craftsmanship of the entire team.”

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 both victims and professional help (from legal advice to safe houses) to be connected.





Each hauntingly beautiful tribute was created by an all-woman crew from FoxP2, First for Women and Darling Films who travelled the country meeting the victims survivors and reliving their horrifying stories before shining a light on them to make a difference for millions of other women who face the scourge of gender based violence every day.

In addition to taking home a Grand Prix, a Gold Loerie and campaign Craft Certificate for art direction was awarded for the same campaign.

A Bronze Loerie was awarded to [Ster-Kinekor](#) and FoxP2 for their campaign *Joker* in the Out of Home - Outdoor media category. Together with Posterscope, Vizeum, Moving Tactics, Decimal and Ogilvy PR, FoxP2 launched a guerrilla style "*Joker* take-over" marketing campaign utilising high-powered projectors to spread the words "Ha Ha Ha" across numerous

sites throughout South Africa, including police stations. With the objective of raising awareness for the release of title, #HaHaHa trended countrywide and resulted in Ster-Kinekor's most successful October release in five years.

National Geographic Kids and FoxP2 were awarded a Campaign Bronze in the print advertising category for their campaign - "Second Closest to Nature". Breaking in early lockdown, the campaign used actual lockdown photography from cities around the world and showed nature up close and personal in urban environments.

Commenting on the agency's success at #Loeries2020, Lynda Fiebiger, GM of FoxP2 continued: "For over 40 years, The Loeries have been recognising, rewarding, inspiring, and fostering creativity." A mission that was more relevant, indeed more necessary, this year than ever before.

Fiebiger continues: "We're grateful to the Loeries for inspiring all of us to keep pushing, keep believing and keep making."

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