

Creative Circle Awards: Ogilvy wins big on the night

Issued by [Ogilvy South Africa](#)

26 Mar 2019

Ogilvy South Africa made a significant impact at the recent Creative Circle Awards, with Ogilvy Cape Town ranking as top-performing agency across the year. Ogilvy Johannesburg also placed second in the Agency of the Year rankings and Ogilvy South Africa shared joint first place in the overall Group of the Year category.

Ogilvy took home a total of eight awards on the evening, for work created on a broad range of clients including: KFC, Carling Black Label, Kimberley-Clark and Multichoice.

“We’re honoured to be recognised so generously by the industry,” said Ogilvy South Africa CCO Pete Case. “It’s been a year of tough competition and huge change in the media landscape. We’re especially encouraged to have won in such diverse categories – including Digital, PR, Media, Live and Out of Home. This reinforces our ability to deliver cross-media thinking and to enable our clients to effectively connect with today’s modern consumer.”

Case congratulated all the winners on the night, especially Group of the Year co-winners TBWA. “Looking at the work our industry is creating right now, this is certainly a great time to be in Advertising.”

The Overall Group award is a vote of confidence in the One Ogilvy process, which saw several divisions consolidated into a single entity, with one point of client contact. Ogilvy recently completed its Next Chapter refounding, expanding its capabilities across the entire marketing value chain through collaborative retail partnerships, growing the PR and influence capability, and launching the social-media e-commerce division, Social.Lab.

The Creative Circle is a non-profit organisation that believes in promoting creativity as a business resource, maintaining high levels of creativity in South African advertising and providing input into industry bodies. It “aims to inspire the transformation of product, people and perception through the power of creativity.”

Ogilvy awards won on the night:

- 1st Place in PR & MEDIA: Ogilvy CPT - KFC Streetwise 2
- 1st Place in LIVE: Ogilvy CPT - Carling Black Label
- 3rd Place in LIVE: Ogilvy JHB - DSTV Halloween Sleepover
- 1st Place in OOH :Ogilvy CPT - Carling Black Label
- 1st Place in DIGITAL & INTERACTIVE: Ogilvy JHB - Huggies Baby Marathon
- 1st Place AGENCY WINNER: Ogilvy CPT
- 2nd Place OVERALL RANKINGS AGENCY OF THE YEAR: Ogilvy JHB
- Tie 1st Place OVERALL RANKINGS GROUP OF THE YEAR for 2018 goes to TBWA SA and Ogilvy SA

° **Ogilvy and KFC break history with it’s secret recipe** 30 May 2024

° **Ogilvy shines as the winning Consumer and Influence PR Agency at the SABRE Africa Awards** 17 May 2024

° **Ogilvy launches pioneering health influencer offering in South Africa** 13 May 2024

° **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024

° **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024

Ogilvy South Africa



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>