

#LoeriesRanking with... Grey Advertising

 By Leigh Andrews

8 Dec 2017

Just when you thought the Loeries buzz was over, the Loeries' rankings are in! I chatted to some of this year's top-ranked creatives post-celebrations. We continue the local insights with Grey Advertising.

Grey Advertising keeps making headlines for all the right reasons in 2017.



Harvey with Grey's Cannes Lions radio campaign gold.

It's the agency behind the first [entirely locally produced](#) and conceptualised TVC and radio spot campaign for industry disruptor of note Uber – not a global one that was localised – and Grey's own chief digital officer Francois Du Preez, has just been announced as a judge for the 'interactive and UX/UI category at next year's One Show Awards.



Seven SA judges selected for 2018 One Show!

7 Dec 2017



Grey goes gold, silver and bronze at #Loeries2017

Keeping that snowball of success rolling, the agency celebrated three Loerie wins this year – a chalk-and-cheese ‘300% improvement’ over last year, when they didn’t pick up any metal. The following work was awarded:

- Campaign gold in the ‘radio station commercials’ category for ‘Times Change, power doesn’t’ for Duracell Duralock – ‘Britney, Harry, Paris’
- Silver for the UJ EMS #Satellife campaign, in the ‘ambient and alternative media’ category
- Bronze for #DogFight for the NSPCA’s Special Investigations Unit, in the ‘transit and air’ category



Grey South Africa wins Gold, Silver and Bronze at Loeries 2017

Grey Africa 23 Aug 2017



These campaigns made waves off our shores, too, with the Duralock campaign winning at the WPPed Cream Awards as well as a gold Cannes Lion, for its insight into how much culture and technology have changed over the last 10 years.



Grey South Africa wins Gold at Cannes Lions

Grey Africa 30 Jun 2017



They’re also riding the wave of recognition locally, with these and other campaigns selected as monthly Creative Circle winners and best-liked in the respected Millward Brown survey:



NSPCA 'Start a Dog Fight' campaign takes first place at the Creative Circle

Grey Africa 24 Nov 2016



“ We scooped 1st place for Best Liked Ad (1st Q) for our Consol TVC ad, voted by [@Millward_Brown](#). Well done team! <https://t.co/aLYxLOLgPJ> pic.twitter.com/4HmeB5FInZ — Grey Africa (@GreyJHB) [September 15, 2017](#) ”

The #Satellife campaign in particular lit up the current ‘advertising for good’ and ‘purpose-led marketing’ trends currently dominating the industry.



Purposefully recolouring township satellites with Grey

Leigh Andrews 4 Apr 2017



Little wonder copywriter Jeff Harvey called their Loeries 2017 success ‘the cherry on top’ when we video-interviewed him directly after the wins:

As a result of that Loeries-winning work, Grey was ranked 19th in the overall agency 2017 table, 13th in the SA agency ranking table and fifth in the ranking for medium size agencies with 41 to 99 employees, with Glenn Jeffery 16th in the executive creative director ranking for the year.

Grey Africa is also ranked joint-15th in Creative Circle's individual agencies interim rankings 2017, with Grey ranked in joint-11th spot for agency group.



Creative Circle releases updated 2017 interim rankings

Loeries 20 Oct 2017



I caught up with Harvey, with the agency three years now; as well as Charlene Oliver, who has been at the agency for nine years in total, having started out as senior art director and moved into the creative director role two years ago; as well as chief creative officer Fran Luckin, with Grey Africa for two years now; and head of design Kean Hartnady, part of the agency for 11 years; to find out how they plan to extend their winning streak next year and which agencies they admire most in the industry...



Harvey, Oliver, Luckin and Hartnady.

■ What do you attribute this year's successes to?

Harvey: Our chief creative officer Fran Luckin and creative director Glenn Jeffery have created a nurturing and inspiring environment for us to flourish in. They have high standards and impeccable taste so will be clear when an ad isn't working but also give clear and invaluable advice on polishing a rough diamond.

Being part of the Grey global network is also incredibly helpful. We submit our best work to the global council, which they judge and then make suggestions for improvement.

Oliver: Success does not lie in results, but in efforts. This year's successes can be attributed to all the efforts and changes made in the year-and-a-half preceding this year's Loeries. Small changes, little investments with a great return. Many of these small changes were implemented by our CCO, Fran Luckin. She steers the creative with our agency goals in mind and allows each person to own their role in the bigger picture, and our success.

Luckin: I think the whole agency just got behind the work and making it great. Not just the creative department – the whole agency. There was enormous support from our CEO and the board as well, which is actually the silver bullet.

“ Without the buy-in of the board and the CEO, you'll never achieve the level of great work you want. ”

Hartnady: Grey has gone through some changes in the last year, and very positive ones at that. In 2016, we worked closely, as an entire agency to produce award-winning work. As Fran said, it wasn't just a creative involvement but having the client service team, social, PR and directors all playing a part in the success of the amazing work produced in the last year. Having a CCO like Fran Luckin and ECD like Glenn Jeffery has brought a real spark to the agency. This too has contributed largely to the success of the year!

■ What plans are already underway to better your ranking next year?

Harvey: It starts with a goal. We plan to be in the top three creative agencies by 2019. By starting early for the 2018 Loeries, we'll also give ourselves time to craft our work to an award-winning level.

Specifically, we feel we can capitalise on the Duracell “Times Change” radio campaign success by taking the concept into digital, as well creating a fresh but related 2018 sequel for the radio spots.

“ #FlashbackFriday to 2007, before the existence of #Hashtags. #FlashforwardFriday to 2017 when we WON a Gold Lion for Radio! @Cannes_Lions pic.twitter.com/E7boyJOHlv— Grey Africa (@GreyJHB) June 23, 2017 ”

Oliver: Each award deadline doesn't happen in isolation and is never the end goal. At Grey we strive to continuously do great work. It's about changing each person's mind set to want to be a part of the goal and vision for the agency, and

this is something we strive towards with each job, entry and award oiling our engine and moving us forward.

Luckin: We make sure we have creative inspiration sessions on a regular basis, to keep everyone up to date with all the best work out there, and also to give fresh inspiration. It's so easy when you're working so hard, to forget to "fill the well." We've identified a number of opportunities within some of our current clients' business that we think will afford us the chance to do braver, fresher work – our clients are part of this journey and they benefit from increased focus on innovation and fresh, relevant creativity.

Hartnady: Due to the success of this year, there's a new confidence and faith that great work will be rewarded. A new energy has arisen from this, so we have more ideas coming through, and hopefully more entries into both Cannes and Loeries in 2018. Proactive thinking is ongoing and exciting for both new and existing clients. We know where we want to be in 2018 and we believe we will get there.

📌 **Tell us who you personally admire in the industry.**

Harvey: Glenn Jeffery has paid his dues and it's nice to see him recognised in the top 20 creative directors of the Loeries.

Oliver: I personally admire the female leaders in our industry. I admire the women who don't need to lead like men. Those who can bring a diverse set of skills to the table, including emotion and empathy.

There is not one newcomer I can focus on. My admiration goes to those who are entering the industry and doing good. Those creating designs that make millions of lives better. Those who come up with the ideas to change mindsets. Young, hungry and passionate individuals who will inspire the rest of us with years of experience.

Luckin: I think Mike Middleton, who won Marketer of the Year at Loeries 2017, is a person who combines bravery, understanding of the creative process and a deep respect for agencies with a world-class marketing acumen. I have worked with him several times and I always love it and we always do great work together.



#Loeries2017: Marketing Leadership and Innovation Award 2017 goes to KFC's Mike Middleton

Jessica Tennant 19 Aug 2017



My newcomer vote would go to Sbu Sithole and The Odd Number. A young agency that's really doing well – winning business, doing great work.



#LoeriesRankings with... The Odd Number

leigh andrews 13 Jan 2017



Hartnady: Well I have to mention Fran Luckin and Glenn Jeffery for their huge success at inspiring an agency. In terms of a newcomer making waves, there's a great young copywriter called Maxine Twaddle to look out for, as well as an all-round talent called Kevin Radebe. Check out his [Instagram page](#).

Grey is clearly excited to move forward and hoping for a repeat performance next year. Lots to look forward to from 2018! [Click through](#) to our Loeries' special section or the [Grey press office](#) for more, and be sure to follow them on [Twitter](#), [Facebook](#), https://www.instagram.com/greydesign_za/Instagram and [LinkedIn](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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