

Ogilvy sharpens its Pencils

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Ogilvy SA picked up five Pencils at the 2017 D&AD Professional Awards in London on Thursday (27 April 2017). This was the best performance of the night by any South African agency.

The D&AD Pencils have been recognised globally as one of the ultimate creative and design accolades since their establishment in 1962.

Ogilvy Johannesburg got a Graphite Pencil for its 'Sad Man' radio work on KFC Everyman Meals and a Wood Pencil for online creativity in the Pre Joy campaign for Cadbury Dairy Milk Bubbly.

Brand activation company Geometry Global Cape Town and Ogilvy Cape Town received Wood Pencils for collaborative design work on The Slave Calendar produced for the Iziko Slave Lodge Museum.



And Ogilvy Cape Town garnered a further Wood Pencil for Amarok Social Test Drive in the Creativity for Good category.

Ogilvy SA chief creative officer Pete Case says D&AD Pencils, with their significant design heritage, are truly coveted awards and he is "delighted to see our creative teams getting such global acknowledgment".

South African 2017 D&AD winners:

Ogilvy & Mather South Africa and Geometry Global Cape Town

1 Graphite Pencil
4 Wooden Pencils

Hunt Lascaris Johannesburg

1 Graphite Pencil
2 Wooden Pencils

FCB: Joburg

1 Graphite Pencil

FoxP2 Cape Town

2 Wooden Pencils

DDB South Africa

1 Wooden Pencil

Native VML South Africa

1 Wooden Pencil

Ogilvy SA and Geometry Global Cape Town winners:

Creativity for Good			
Advertising & Marketing Communications/Brand	Amarok Test Drives For Good	Ogilvy & Mather Cape Town - South Africa	Wooden Pencil
Graphic Design			
Calendars	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Wooden Pencil
Media			
Use of Online Advertising	Cadbury Pre Joy	Ogilvy & Mather Johannesburg - South Africa	Wooden Pencil
Radio & Audio			
Radio Advertising Campaigns	The Everyman Meal - Sad Man	Ogilvy & Mather Johannesburg - South Africa	Graphite Pencil
Writing for Design			
Writing for Printed Materials & Graphic Communications	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Wooden Pencil

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