

Loeries' rankings with Y&R

 By Leigh Andrews

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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. Here, some of Y&R South Africa and Africa's brightest stars share their views.

The Young & Rubicam Group's 2016 Loerie Awards haul back in August was impressive, with wins in nine categories. These included a film (or 'Internet video above 30 seconds', to be specific) gold for Surf Shack Surf School's '[The Dragon](#)', as well as a craft certificate in TV crafts – writing for the full 'True stories: The Dragon, A Good Drowning, Fish Eyes' campaign; 'Brand identity and collateral design – direct and promotional mail' silver for Cape Talk '[Gender Free Toys](#)'; integrated campaign silver as well as branded content video campaign bronze and media innovation – media campaign bronze for Operation Smile's '[Op45](#)'; digital integrated campaign bronze and digital and interactive – microsite bronze for Land Rover '[#CelebrateDefender](#)'; and another craft certificate, this time in TV crafts – Editing for Western Cape government's '[The First Kiss](#)'.

Y&R = Yippee & Revelry!

That's quite a mouthful, as are Y&R's Loeries' 2016 rankings. They range from ranking fifth for medium-sized (41 to 99 employees) agencies to ranking 12th overall in the South African agency table and 13th for the overall ranking by agency 2016 table, with Namibia's Advantage Y&R ranked 13th for agency ranking per region excluding SA. Graham Lang was also ranked 10th in the chief creative officer table.



Lang, that Gold Film Loerie and Masango.

Here, Lang and Nkanyezi Masango, creative director at Y&R Cape Town and part of the 2016 Loeries' [print and outdoor](#) judging panel, share how they feel about all their wins, plans to extend their winning streak next year and who they admire most in the industry...

1. Share your top three emotions linked to your Loeries' wins and 2016 rankings.

Lang: Smiley face. Thumbs up. Fist bump.

Masango: Anxious, excited and motivated. In that order.

2. How do you plan on keeping – if not bettering – your rankings next year?

Lang: For me, the ranking is important, but the type of work that you win for is more significant. I want to consistently see a spread of work across the most relevant categories.

Masango: Every year, we do everything differently. We don't focus on rankings – we focus on pushing boundaries.

3. Where are you displaying your Loeries? How does this year's flock differ from your haul last year?

Lang: We won a little less than last year but we did win a Film Gold, which is one of the most coveted awards. Our statues are dotted around the agency; I think the "awards shrine" is a little outdated.

Masango: As far from the creative department as possible, to keep the guys hungry.

4. Tell us who you personally admire in the industry – both an established mentor figure as well as a newcomer making waves.

Lang: I admire my old friend [Ahmed Tilly](#). A great guy with an amazing talent. Siphwe Myeza (SJ) from 7Films is a young director with a very bright future.

Masango: Nunu Ntshingila. And then there's Myeza, [who Lang mentioned]. He's a 22-year-old filmmaker – probably the youngest director to win gold in Film.

Impressive. Looking forward to seeing what 2017 holds! [Click through](#) to our Loeries' special section for more, [here](#) for more from Lang and be sure to follow Y&R on [Twitter](#).

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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