

Net#work triumphs at AdReview Awards

Net#work BBDO was named as the Ad Agency of the Year at the AdReview Awards, last night, Thursday, 14 April 2005. This accolade, for the second time in a row, comes after a year in which Net#work displaced TBWA Hunt Lascaris as the country's top creative award-winning agency.

AdReview is an annual review of the marketing and advertising industry. It will be published with Finance Week on Monday, April 18. The award is presented to the agency achieving the best combination of performance in business, advertising effectiveness and creativity.

The awards were well-attended and, although they started late, were well presented by the two Tonys - personality, Tony Ndoro and AdReview chief, Tony Koenderman - with none of the long-winded approach of the Loeries.

Among the criteria used were creative performance, the calibre and volume of new business won, developmental and innovative achievements, including empowerment.

Undoubtedly, however, Net#work's creative work was the pinnacle of an achievement that was widely spread - 16 different brands achieved recognition in every media discipline, and featuring strongly in every international and local competition. The agency was ranked the world's 22nd most creative agency by the Gunn Report, it won more golds than any other agency at the Apex Awards for effectiveness, and it was rated the best ad agency to work for (yet again).

Best Agency awards were presented in a number of categories and the overall winner was selected from these. For the first time, awards were made to the best Cape Town and Durban agencies.

Net#work also won the best mid-sized agency category. Because international agencies no longer supply financial results, size categories are now determined by the number of people employed: small - under 30; mid-sized - 30-120; large - over 120.

Agencies are also ranked by employment numbers in the AdReview Big League - a table of top agencies. This has resulted in some changes in ranking. For example, The Jupiter Drawing Room, previously ranked 10th, is now in fifth spot. JWT, previously fifth, is now seventh. Where possible, estimates of fee and commission revenue are also included for international agencies, and actual figures for local agencies.

Other awards went to:

The 'Big Idea', an award for the best integrated campaign using a range of marketing channels:

Sasol's "Joe" campaign. Agency: TBWA Hunt Lascaris

Best Large Agency:

Ogilvy SA Group

Best Mid-Sized Agency:

Net#work

Best Small Agency:

MorrisJones&Co

Newcomer of the Year:

9November

Best Cape Agency:

Ogilvy Cape

Best Durban Agency:

The Hardy Boys

Best Media Agency:

The MediaShop

Broadcast Marketing Award:

RSG

Best Marketing Services Company:

KingJames RSVP

Advertising Person of the Year:

Ogilvy CEO, Gary Leih

Best Event:

The Business Trust Long Run. Agency: The Old Shanghai Firecracker Factory

Best Campaign:

Hyundai. Agency: The Jupiter Drawing Room Cape Town.

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