

Final Loeries agency ranking

This year, The Loerie Awards implemented the Creative Circle's [Creativity Points ranking](#) to determine the value of the medals handed out. All entrants are awarded points, whether they are Creative Circle members or not. With these rankings, Ogilvy South Africa (Johannesburg) comes out on top of both nights with 3850 points.

In second place is King James in Cape Town with 3000 points, followed by Net#work BBDO with 2350 points.

Ogilvy Johannesburg's 3850 points comprised 1 Gold, 10 Silvers, 20 Bronze Loeries, four Craft Gold awards and one Craft Certificate. Ogilvy Cape Town was awarded one Gold Loerie, six Silvers, four Bronze Loeries and one Craft Certificate.

Adding to the actual awards, the group garnered 5750 Creative Circle points.

Apple and its agency Net#work BBDO withdrew three entries from this year's Loerie Awards at the last minute before the festival weekend began, unaware that these three finalists had in fact all won Bronze. This affects the embargoed lists and releases issued to print media before the festival weekend and has reduced Net#work BBDO's total tally of Bronze Loeries to 12 from 15. Net#work's overall position in the Creativity Points table does not change, although its points are down by 150 to 2350.

Top 20 ranking

Agency	Office	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
Ogilvy South Africa	Johannesburg		1	10	20	4	1	3850
King James	Cape Town	1	2	6	4	2	2	3000
Net#Work BBDO	Johannesburg	1	1	4	12		4	2350
FOXP2	Cape Town		4	3	2	1	1	2250
Joe Public South Africa	Johannesburg		4	3	4		1	2000
Draftfcb	Johannesburg		2	4	6		1	1500
MetropolitanRepublic/TJDR	Johannesburg		2	1	1	1	3	1500
Ogilvy South Africa	Cape Town		1	6	4		1	1250
The Jupiter Drawing Room (South Africa)	Johannesburg			1	5	1	2	900
The Jupiter Drawing Room (South Africa)	Cape Town			3	5		2	750
Lowe Bull	Johannesburg			2	2	1		650
Am I Collective	Cape Town	1						600
Proximity#tp	Johannesburg		1	1	1		1	600
Trigger Communication	Johannesburg	1						600
Lowe Bull	Cape Town				6		2	500
DDB South Africa	Johannesburg			2	5			450
BBDO Cape Town	Cape Town			2	2		1	400
GAPP Architects and Urban Designers	Johannesburg		1					350
Ireland/Davenport	Johannesburg			1	3		1	350
TBWA\Hunt\Lascaris	Johannesburg				4		1	300

The following companies all co-credited their work with agencies in the above table. Their credits have therefore been added to the respective agency's point tally above.

Agency	Office	Grand Prix	Gold	Silver	Bronze	Craft Gold	Craft Certificate	Total
David Prior Photography	Johannesburg					1		350
Egg Films	Cape Town						2	200
Gloo Digital Design	Cape Town	1	2	2	7		2	2050
Velocity Films	Johannesburg					2	3	1000

Creative Circle

To view Creative Circle member points, download the certified Creative Circle points list per agency group for The Loerie Awards 2008 as per the ratified Creative Circle points table [here](#).

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