

Loeries releases 2013 Official Rankings

The Loeries has released its Official Rankings for 2013, providing a transparent overview of the awards as well as helping to promote creativity and innovation as primary business tools in the brand communication arena.



The full rankings, including the Individual Credits and information on how the rankings are calculated, are available in the Loeries Archive - [click here](#) to subscribe. This includes the Official Rankings for individual performance in key areas, including Chief Creative Officer, Executive Creative Director, Art Director, Writer, Director, Cinematographer, Editor, Producer, Animator, Stylist, Designer, Illustrator, Information Architect, Music & Sound Composition, Photographer, Programmer, and Strategist.

Company Credits

Volkswagen was a top climber, moving to number one from the number six spot in Overall Ranking by Brand, and has been in the top 10 in this category since the rankings' inception in 2010.

Carrin Merkel, Head of Marketing for Volkswagen, says: "We are humbled but excited to be the most awarded brand at the 2013 Loerie Awards. The Loeries remains our yardstick for measuring the success of our advertising in South Africa.

"We have built our brand heritage primarily through emotional television communication and we see our encouraging success in digital marketing as a new era for Volkswagen advertising.

"The Volkswagen brand has a proud heritage of emotional and memorable brand communication and a six decade legacy of stand-out advertising in South Africa. We must thank and share our success with Ogilvy- our strategic and creative advertising partner for more than 33 years."

Mercedes-Benz has retained the number two spot for the third consecutive year. Claudia Walters, Marketing Manager for Mercedes-Benz Cars, says: "Mercedes-Benz is delighted to be recognised as one of the highest achievers in the 2013 Loeries Official Rankings.

"As a progressive and innovative brand, we have an obligation to our customers to provide the "best or nothing" in all that we offer - which includes the manner in which we showcase our products. This achievement confirms our commitment to these goals."

Frank.net moves to number three from eighth place in 2011. John Maxwell, CEO of Frank.net, says: "We are delighted that our partnership with FoxP2 has enabled us to be the third most awarded brand at The 2013 Loerie Awards, and this builds on the brand's achievements at The Apex, Cannes and D&AD Awards."

In terms of the Overall Ranking by Agency, Ogilvy & Mather Cape Town retains the number one position for the second year in a row, followed by TBWA\Hunt\Lascaris Johannesburg (10th in 2012), FoxP2 (eighth in 2012) and Net#work BBDO (third in 2012).



Image extracted from [The Loeries website](#).

Andrew Human, Loeries CEO, says: "The Official Rankings are a good indicator of the best work produced in our region - brands, agencies and individuals. I'd say there's no better resource for evaluating who's who in our brand communications industry."

OVERALL RANKING BY BRAND

- 1 Volkswagen
- 2 Mercedes Benz
- 3 Frank.net
- 4 Brandhouse Beverages
- 5 Loom de Nimes
- 6 Flight Centre
- 7 Land Rover
- 8 Engen
- 9 McDonald's
- 10 Standard Bank

OVERALL RANKING BY AGENCY

- 1 Ogilvy & Mather Cape Town
- 2 TBWA\Hunt\Lascaaris Johannesburg
- 3 FoxP2
- 4 Net#work BBDO
- 5 iKineo
- 6 Y&R South Africa
- 7 Drafftcb Cape Town
- 8 DDB South Africa
- 9 Ogilvy & Mather Nairobi
- 10 The Jupiter Drawing Room (South Africa) Cape Town
- 11 Lowe and Partners Cape Town
- 12 Drafftcb Johannesburg
- 13 Actuate
- 14 Joe Public
- 14 OwenKessel
- 16 Havas Worldwide Johannesburg
- 17 King James Group
- 18 Advantage Y&R Namibia
- 19 Hellocomputer
- 20 Black River FC

AFRICA AND THE MIDDLE EAST

- 1 Ogilvy & Mather Nairobi
- 2 Advantage Y&R Namibia
- 3 Y&R Dubai
- 4 Scanad Uganda
- 4 DDB Lagos

OVERALL RANKING BY AGENCY SIZE

LARGE (100 employees and above)

- 1 Ogilvy & Mather Cape Town
- 2 TBWA\Hunt\Lascaaris Johannesburg
- 3 Y&R South Africa
- 4 Drafftcb Cape Town
- 5 The Jupiter Drawing Room (South Africa) Cape Town

MEDIUM (41-99 employees)

- 1 Net#work BBDO
- 2 DDB South Africa
- 3 Ogilvy & Mather Nairobi

- 4 Havas Worldwide Johannesburg
- 5 Hellocomputer

SMALL (1-40 EMPLOYEES)

- 1 FoxP2
- 2 iKineo
- 3 Lowe and Partners Cape Town
- 4 Actuate
- 5 OwenKessel

TOP EDUCATIONAL INSTITUTIONS IN THE STUDENT CATEGORY

- 1 AAA School of Advertising Cape Town
- 2 Nelson Mandela Metropolitan University
- 3 North-West University
- 4 The Open Window School of Visual Communication
- 5 The Red & Yellow School

COMMUNICATION DESIGN

- 1 The Jupiter Drawing Room (South Africa) Cape Town
- 2 Actuate
- 3 iKineo
- 4 MACHINE
- 5 OPENCO The Open Collaboration

INTERACTIVE AND DIGITAL COMMUNICATION

- 1 Ogilvy & Mather Cape Town
- 2 iKineo
- 3 Hellocomputer
- 4 Gloo
- 5 Drafftcb Johannesburg
- 5 Y&R South Africa

TELEVISION, FILM & VIDEO

TELEVISION, FILM & VIDEO - FILM PRODUCTION COMPANY

- 1 Egg Films
- 2 Velocity Films
- 3 Bouffant
- 4 Hey! Fever
- 5 Giant Films

TELEVISION, FILM & VIDEO - EDITING COMPANY

- 1 Deliverance
- 2 Upstairs Post Production
- 3 Left Post Production
- 4 Hey! Fever
- 5 Priest

TELEVISION, FILM & VIDEO - POST PRODUCTION

- 1 Bladeworks
- 2 BlackGinger
- 3 Sinister Post Production

- 4 Left Post Production
- 5 Deliverance

TELEVISION, FILM & VIDEO - RECORDING STUDIO

- 1 Freq'ncy
- 2 We Love Jam
- 3 Sterling Sound
- 4 Zef Recordz

DIGITAL PRODUCTION COMPANY*

- 1 OgilvyOne Cape Town
- 2 iKineo
- 3 Hellocomputer
- 4 Flow Communications
- 5 Gloo

**Note: Compiled using only the Interactive and Digital Communications category.*

RADIO - RECORDING STUDIO

- 1 The Workroom
- 2 First Left
- 3 Sonovision
- 4 Cut & Paste
- 5 We Love Jam

ANIMATION COMPANY

- 1 iKineo
- 2 Gloo
- 3 R.E.C. Cape Town
- 3 Sinister Post Production
- 4 BlackGinger

CREATIVE CIRCLE MEMBERS - GROUP AGENCIES*

- 1 Ogilvy & Mather (JHB/CT/DBN/Action/One)
- 2 TBWA\Hunt\Lascaris (JHB/CT/DBN)
- 3 FoxP2
- 4 BBDO (140/Net#work)
- 5 Drafftcb (JHB/CT/DBN/Hellocomputer)
- 6 Y&R South Africa
- 7 The Jupiter Drawing Room (South Africa) (JHB/CT)
- 8 DDB South Africa
- 9 Lowe and Partners (JHB/CT)
- 10 Joe Public
- 10 OwenKessel
- 12 Havas Worldwide
- 13 King James Group
- 14 Black River FC
- 15 Native
- 16 Machine
- 17 Gloo
- 18 OPENCO The Open Collaboration
- 19 Bester Burke
- 20 House of Brave

- 21 Ireland/Davenport
- 22 Boomtown
- 23 Leo Burnett
- 24 JWT (JHB/CT)
- 24 Volcano
- 26 Saatchi & Saatchi SA
- 26 Trigger Isobar

**Note: Only Creative Circle members are listed in this table. Agency grouping is done in collaboration with the Creative Circle.*

CREATIVE CIRCLE MEMBERS - INDIVIDUAL AGENCIES*

- 1 Ogilvy & Mather Cape Town
- 2 TBWA\Hunt\Lascaaris Johannesburg
- 3 FoxP2
- 4 Net#work BBDO
- 5 Y&R South Africa
- 6 Drafftcb Cape Town
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- 8 The Jupiter Drawing Room (South Africa) Cape Town
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- 15 Hellocomputer
- 16 Black River FC
- 17 NATIVE
- 17 Ogilvy & Mather Johannesburg
- 19 MACHINE
- 20 Gloo
- 21 The Jupiter Drawing Room (South Africa) JHB
- 22 OPENCO The Open Collaboration
- 23 140 BBDO
- 23 Bester Burke
- 25 House of Brave
- 26 Ireland/Davenport
- 27 Boomtown
- 28 Leo Burnett
- 29 JWT Cape Town
- 29 Volcano
- 31 Saatchi & Saatchi SA
- 31 Trigger Isobar
- 33 OgilvyAction Cape Town
- 33 OgilvyOne Cape Town

**Note: Only Creative Circle members are listed in this table.*

Major Partners

The major partners of the 2013 Loeries are DStv Media Sales, the City of Cape Town, Western Cape Government and Gearhouse South Africa

Category Partners

Adams & Adams Attorneys, ADreach, Commercial Producers Association, Greensky, Mediamark, News24, The Times, Unilever South Africa, Woolworths

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For more information go to www.loeries.com.

For more, visit: <https://www.bizcommunity.com>