



# Ogilvy PR Johannesburg takes top honours at global network's annual 'Earnie' Awards

Issued by [Ogilvy South Africa](#)

9 Nov 2016

**Selected from 90 offices around the world, KFC's Story of Hope campaign is named as Ogilvy PR's creative effectiveness campaign of the year.**

Ogilvy Public Relations Johannesburg has won the top creative and effectiveness award at the 2016 Earnie Awards, Ogilvy PR's network-wide internal excellence programme. The Earnie Awards build on Ogilvy PR's long-standing tradition of recognising and honouring the outstanding work done on behalf of its clients across the network.

Ogilvy Public Relations Johannesburg was shortlisted for five Earnie Awards in 2016.

"Creative effectiveness in an evolving PR landscape has become even more important if we are to truly ensure measurable and impactful value for our clients from public relations as a discipline. Creative effectiveness is what clients value most, which means that the work we do must trigger original, one-of-a-kind solutions for business problems," said Ogilvy PR National Managing Director Joanna Oosthuizen.

"As competition intensifies the need for intense curiosity, originality, and creative thinking increases. It is not enough to do the same thing better, it's no longer enough to be efficient and solve problems. This award recognises original thinking, curiosity and the ability to find unique solution to a client's challenge - something we cannot do without trust and collaboration with our clients like KFC," she said.

Ogilvy Public Relations Johannesburg was recognised in the following categories:

1. Creative Effectiveness Campaign of the Year 2016 – KFC Faces of Hope (winner)
2. Social Change Campaign of the Year 2016 – KFC Faces of Hope (winner)
3. Social Change Campaign of the Year 2016 – Domestos Donate your Pee/World Toilet Day (Shortlisted)
4. Corporate Campaign of the Year 2016 – Anglo American The Anglo American Story (Shortlisted)
5. Corporate Campaign of the Year 2016 – Anglo American Working Towards an HIV Generation (Shortlisted)

"Ogilvy Public Relations Johannesburg is very proud of its work being shortlisted and awarded amongst some of the great work in the EMEA region and globally. We are proud of the level of quality work coming from our talented teams, not just in their creative and strategic input, but also in the real business impact they have with client brands," added Oosthuizen.

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