

Ogilvy sharpens its Pencils

Issued by [Ogilvy South Africa](#)

3 May 2017

Ogilvy SA picked up five Pencils at the 2017 D&AD Professional Awards in London on Thursday (27 April 2017). This was the best performance of the night by any South African agency.

The D&AD Pencils have been recognised globally as one of the ultimate creative and design accolades since their establishment in 1962.

Ogilvy Johannesburg got a Graphite Pencil for its 'Sad Man' radio work on KFC Everyman Meals and a Wood Pencil for online creativity in the Pre Joy campaign for Cadbury Dairy Milk Bubbly.

Brand activation company Geometry Global Cape Town and Ogilvy Cape Town received Wood Pencils for collaborative design work on The Slave Calendar produced for the Iziko Slave Lodge Museum.



And Ogilvy Cape Town garnered a further Wood Pencil for Amarok Social Test Drive in the Creativity for Good category.

Ogilvy SA chief creative officer Pete Case says D&AD Pencils, with their significant design heritage, are truly coveted awards and he is "delighted to see our creative teams getting such global acknowledgment".

South African 2017 D&AD winners:

Ogilvy & Mather South Africa and Geometry Global Cape Town

1 Graphite Pencil
4 Wooden Pencils

Hunt Lascaris Johannesburg

1 Graphite Pencil
2 Wooden Pencils

FCB: Joburg

1 Graphite Pencil

FoxP2 Cape Town

2 Wooden Pencils

DDB South Africa


Native VML South Africa

Ogilvy SA and Geometry Global Cape Town winners:

Creativity for Good			
Advertising & Marketing Communications/Brand	Amarok Test Drives For Good	Ogilvy & Mather Cape Town - South Africa	Wooden Pencil
Graphic Design			
Calendars	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Wooden Pencil
Media			
Use of Online Advertising	Cadbury Pre Joy	Ogilvy & Mather Johannesburg - South Africa	Wooden Pencil
Radio & Audio			
Radio Advertising Campaigns	The Everyman Meal - Sad Man	Ogilvy & Mather Johannesburg - South Africa	Graphite Pencil
Writing for Design			
Writing for Printed Materials & Graphic Communications	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Wooden Pencil

- **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024
- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy’s new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024

Ogilvy South Africa



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)