

Slow and steady as SA and the Middle East agencies bring home more Lions



By Danette Breitenbach

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Slow and steady as South Africa and the Middle East agencies bring home more Lions, with Leo Burnett, Lebanon, together with / Remie AKL Production Beirut / MTV - Studiovision awarded a Gold Lion for *Dirty Laundry* for the Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO.



Source: © Gerety Awards Gerety Awards

With two more Silver Lions awarded and five Bronze Lions in the Craft and the Entertainment categories, SA agencies FCB Africa, Grid Worldwide and Ogilvy SA and Middle East agencies _ And Us and FP7 McCann (each receiving two Lions) all received Lions in the Craft and Entertainment categories.

Craft: Design	Rebrand / Refresh of an existing brand	Silver Lion	Dyicta Digital Youth ICT Academy rebrand / Refresh of an existing brand, FCB Africa, Johannesburg SA		
Craft: Design	Special Editions & bespoke items	Bronze Lion	One Star Cookbook, delivered quality guaranteed, _ And Us, Dubai UAE		
Craft: Design	UX, UI & Journey design		The Undeniable Street View, United 24, Nova Ukraine, Voice of Children, Boctok SO, The Undeniable Street view, And Us, Dubai UAE		
Craft: Design	Sustainable packaging	Bronze Lion	Bee & Bee Inverroche, Inverroche Classic, Grid Worldwide, Johannesburg SA		
Craft: Industry	Outdoor	Silver Lion	The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy Cape Town, SA		
Craft: Industry	Packaging design	Bronze Lion	Ketch-up & Down, Heinz, Heinz Ketchup, FP7 McCann, Dubai UAE		
Entertainment	Fiction Film: Up to 5 minutes	Gold Lion	Dirty Laundry, Abaad Resource Center for Gender Equality, Abaad Gender Equality NGO, Leo Burnett, Beirut Lebanon, / Remie AKL Production Beirut / MTV - Studiovision, Beirut		
Entertainment: Music	Use of Original Composition	Bronze Lion	Frequencies of Peace, Baby Shop, FP7 McCann, Dubai UAE		



#Cannes2023: UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion

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Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial JournalismfromWits.

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