



LOERIES® OFFICIAL RANKINGS™ 2014

The Loeries first published the Official Rankings in 2010. The rankings offer a transparent oversight of the awards as well as promote creativity and innovation as primary business tools in the brand communication industry.

This year, for the first time, a ranking for Brand Representative is provided, recognising the integral role that brands play in the creating of award-winning communications. In this first year, Sharon Keith from Coca-Cola heads up the table, followed by Gavin Krenski from Brandhouse Beverages.

The Loeries Official Rankings list the Top Brands as well as the Top Agencies, as well as specialist focus areas, and individual performance in key areas.

At the back of this document, detail is provided on how the rankings are calculated.

CREATIVE CIRCLE MEMBER RANKINGS:

A separate document will be issued, listing the rankings of all the Creative Circle members, both as individual agencies and agency groups.

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CREATIVITY ADDS

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- Table B14. Programmer
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TABLE A1. OVERALL RANKING BY BRAND 2014

RANK	BRAND
1	Coca-Cola South Africa
2	One School at a Time
3	Brandhouse Beverages
4	Anti Est
5	Lucozade
6	Sawa Mninjah
7	Nedbank
8	Mi-Fone
9	Skrillex
10	The Haven Night Shelter on Napier
10	Toyota South Africa Motors
10	Wrigley
13	Volkswagen
14	Flight Centre
15	CNA
16	Chicken Licken
17	Bose
17	Fox International Channels
19	Exclusive Books
19	Unilever



TABLE A2. OVERALL RANKING BY AGENCY 2014

RANK	AGENCY
1	FCB Johannesburg
2	Ogilvy & Mather Johannesburg
3	Shift Joe Public
4	King James Group
5	Ogilvy & Mather Cape Town
6	Grid Worldwide
7	Native VML
8	Joe Public
9	Geometry Global Dubai
10	TBWA\Hunt\Lascares Johannesburg
11	Y&R SA
12	One Kingdom Creative Studio
13	M&C Saatchi Abel
14	Net#work BBDO
15	140 BBDO
16	DDB South Africa
17	Ireland/Davenport
17	Promise
19	Saatchi & Saatchi South Africa
20	Lowé Cape Town

TABLE A3. AFRICA AND THE MIDDLE EAST 2014

RANK	AGENCY
1	Geometry Global Dubai
2	Scanad Uganda
3	Jericho Advertising
3	Brand Union
5	Ogilvy & Mather Africa
6	DDB Lagos
6	Advantage Y&R Namibia
8	KREMA Worldwide
8	Havas Worldwide Istanbul
10	BBDO East Africa



TABLE A4. OVERALL RANKING BY AGENCY SIZE 2014

RANK	LARGE (100 employees and above)
1	FCB Johannesburg
2	Ogilvy & Mather Johannesburg
3	King James Group
4	Ogilvy & Mather Cape Town
5	Native VML

RANK	MEDIUM (41-99 employees)
1	Geometry Global Dubai
2	Net#work BBDO
3	140 BBDO
4	DDB South Africa
5	Ireland/Davenport

RANK	SMALL (1-40 employees)
1	Shift Joe Public
2	Grid Worldwide
3	One Kingdom Creative Studio
4	Promise
5	Brand Union



TABLE A5. TOP EDUCATIONAL INSTITUTIONS IN THE STUDENT CATEGORY 2014

RANK	EDUCATIONAL INSTITUTION
1	North-West University
2	AAA School of Advertising Cape Town
3	Stellenbosch Academy of Design and Photography
4	Open Window
5	Red & Yellow School of Logic and Magic

TABLE A6. COMMUNICATION DESIGN 2014

RANK	AGENCY
1	Shift Joe Public
2	Grid Worldwide
3	The Hardy Boys
4	Quirk Cape Town
4	140 BBDO
4	Boomtown

TABLE A7. INTERACTIVE AND DIGITAL COMMUNICATION 2014

RANK	AGENCY
1	One Kingdom Creative Studio
2	King James Group
3	Native VML
4	DDB South Africa
5	Saatchi & Saatchi South Africa



TELEVISION, FILM & VIDEO*

*Note: Compiled using only the Television, Film & Video Communication category.

TABLE A8a. TELEVISION, FILM & VIDEO – FILM PRODUCTION COMPANY 2014

RANK	COMPANY
1	Velocity Films
2	Egg Films
3	Your Girlfriend
4	Motion City Films
5	Black & Biscuit

TABLE A8b. TELEVISION, FILM & VIDEO – EDITING COMPANY 2014

RANK	COMPANY
1	Left Post Production
2	Deliverance
3	Luma Animation
4	Motion City Films
4	REC

TABLE A8c. TELEVISION, FILM & VIDEO – POST PRODUCTION 2014

RANK	COMPANY
1	Bladeworks
2	Black Ginger
3	Left Post Production
4	Pudding
5	Searle Street Post Production

TABLE A8d. TELEVISION, FILM & VIDEO – RECORDING STUDIO 2014

RANK	COMPANY
1	We Love Jam
2	Freq'ncy
3	Produce Sound
4	Beep
5	Sterling Sound



TABLE A9. DIGITAL AGENCY 2014*

RANK	COMPANY
1	Flint n Tinder
2	B4Shaw
2	Punk
4	Saatchi & Saatchi Synergize
4	Gloo

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

TABLE A10. RADIO – RECORDING STUDIO 2014*

RANK	COMPANY
1	Produce Sound
2	Sonovision
3	Eardrum Australia
4	We Love Jam
5	The-O

*Note: Compiled using only the Radio Communication category.

TABLE A11. ANIMATION COMPANY 2014

RANK	COMPANY
1	Wicked Pixels
2	Black Ginger
3	TX Boutique VFX House
4	Gloo
5	Punk



INDIVIDUAL CREDITS

TABLE B1a. BRAND REPRESENTATIVE 2014

RANK	NAME
1	Sharon Keith (Coca-Cola South Africa)
2	Gavin Krenski (Brandhouse Beverages)
3	Bronwyn James (One School at a Time)
4	Diana Karame (Sawa Mninjah)
5	Sydney Mbele (Nedbank)

TABLE B1b. CHIEF CREATIVE OFFICER 2014

RANK	NAME
1	Chris Gotz
2	Brett Morris
3	Pepe Marais
4	Alistair King
5	Mike Schalit

TABLE B2. EXECUTIVE CREATIVE DIRECTOR 2014

RANK	NAME
1	Jonathan Deeb
2	Maciek Michalski
3	Chris Gotz
4	Paul Hinch
5	Mariana OKelly
5	Neo Mashigo
7	RUI ALVES
8	Eserick Fouche
9	Xolisa Dyeshana
10	Devin Kennedy
10	Matt Ross



TABLE B3. CREATIVE DIRECTOR 2014

RANK	NAME
1	Simone Rossum
2	Jason Xenopoulos
3	Grant Sithole
3	Collette Wasielewski
5	Gordon Ray
6	Peter Little
7	Molefi Thulo
8	Tian Van Den Heever
9	Ramzi Moutran
9	Ben Knight

TABLE B4. AGENCY ART DIRECTOR 2014

RANK	NAME
1	Tammy Retter
2	Logan Allanson
3	Sean van der Westhuizen
4	Tania Barker
5	Maximilian Pazak
5	Monde Siphamla
7	Wynand Botha
8	Alexis Beckett
9	Thereza Norton
10	Dan Berkowitz



TABLE B5. WRITER 2014

RANK	NAMES
1	David Krueger
2	Annette de Klerk
3	Claudette Browne Storrar
4	Michael Wilson
5	Molefi Thulo
6	Alison Hingle
7	Kayli Levitan
7	Matthew Berge
7	Melusi Mhlungu
10	Mike Pearson

TABLE B6a. TELEVISION, FILM & VIDEO – DIRECTOR 2014

RANK	NAMES
1	Terence Neale
2	Greg Gray
3	Keith Rose
4	Kim Geldenhuys
5	Trevor Clarence

TABLE B6b. TELEVISION, FILM & VIDEO – CINEMATOGRAPHER 2014

RANK	NAMES
1	Paul Gilpin
2	Michael Ragen
3	Eugenio Galli
4	Dave Pienaar
5	Keith Rose



TABLE B6c. TELEVISION, FILM & VIDEO – EDITOR 2014

RANK	NAME
1	Saki Bergh
2	Ricky Boyd
3	Evy Katz
4	Anthony Lee Martin
5	David Jackson
5	Fabrizo Rossetti

TABLE B6d. TELEVISION, FILM & VIDEO – PRODUCER 2014

RANK	NAME
1	Rozanne Rocha-Gray
2	Peter Carr
3	Jon Ronbeck
4	Helena Woodfine
5	Linda Eedes Bogle

TABLE B7. ANIMATOR 2014

RANK	NAME
1	Daan de Meyer
2	Nic Smal
3	Marco Raposo de Barbosa
4	Harold Durnez
5	Francois Van Der Elst

TABLE B8. ART DIRECTOR / STYLIST 2014

RANK	NAME
1	Mary Minty
2	Naobie Noisette
3	Camilla Janse van Vuuren
4	Jodie Ennik
4	Ryan McManus



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TABLE B9. DESIGNER 2014*

RANK	NAME
1	Jan-Hendrik Labuschagne
2	Christo Krueger
2	Wanda Priem
4	Amori Brits
4	Jone Janse van Vuuren
4	Simone Rossum
4	Sophia Strydom
8	Paul Hinch
8	Kirsten Townsend
8	Jineil Kandasamy
8	Joanne Theron

*Note: Compiled using only the Communication Design category.

TABLE B10. ILLUSTRATOR 2014

RANK	NAME
1	Gregory Walker
2	Jan-Hendrik Labuschagne
3	Sarita Immelman
4	Aleksey Baydakov
5	Rob Frew
6	Erika Staudacher
7	Rowan Foxcroft
7	Khalid Mezaina
9	Nicola Spurdle
9	Bernice Pretorius

TABLE B11. INFORMATION ARCHITECT 2014*

RANK	NAME
1	Brett Garvie
2	Carien Fouche
3	Ivo Brodnik
4	Jason Walter
5	Hazel Scrimgeour

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



TABLE B12. MUSIC AND SOUND COMPOSITION 2014

RANK	NAME
1	Louis Enslin
2	Dave Harris
3	Mad Planet
4	Music Concierge
4	Paul Shafer

TABLE B13. PHOTOGRAPHER 2014*

RANK	NAME
1	Guy Neveling
2	Michael Lewis
3	David Prior
4	Nick Van Renen
5	Des Ellis

*Note: Compiled using only the Print category.

TABLE B14. PROGRAMMER 2014*

RANK	NAME
1	Brett Garvie
2	Tim Smith
3	Pete Blaszkiewics
3	Richard Masefield
5	Barry Roodt
5	Shaheed Samsodien

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



TABLE B15. STRATEGIST 2014

RANK	NAME
1	Kabelo Lehlolongwane
2	Roy Armale
3	Mike Jones
4	Matt Riley
5	Candice Shortt
5	Stefan Siedentopf
7	Faheem Chaudhry
8	Angie Page
9	Julian Mountain
10	Michael Udell



HOW THE LOERIES® OFFICIAL RANKINGS™ ARE CALCULATED

While there can be many ways of analysing any competition, the Loeries has provided a thorough and fair process to accurately report on the results of the awards.

The exact methodology that is used for the ranking is described here, and publication of the chosen procedures in advance of our entry deadline and judging ensures no bias in favour of any particular outcome:

1. Points are given for each award, with the points based on the probability of winning each award.
2. 300 points for Grand Prix; 110 points for Gold; 40 points for Silver; 15 points for Bronze; 90 points for Craft Gold; 30 points for Craft Certificate.
3. Single entries that are combined into one campaign award during judging will receive 1,5 times the points. For example, if three print posters are combined and awarded a Campaign Gold, then the award will be worth $1,5 \times 110 = 165$ points.
4. The following categories will all be awarded 1,5 times the points: All campaign categories; Communication Design - Identity Programmes; Live Events & Sponsorship.
5. Where more than one company or individual has been credited, the points will be divided equally between the parties. For example, if two companies share the "Agency" credit on a digital website, then each company will receive half the points; or if three people share the "Writer" credit, then each person will receive a third of the points.
6. A company cannot receive points as both an agency and as a production company.
7. Production companies will receive points from International Craft entries; however agencies will not receive any points. For example, if a company from within the eligible region does work for an international client, based on a brief and concept created outside the eligible region, then the work is eligible for a craft award and craft points.



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The major partners of the 2014 Loeries are DSTv Media Sales, the City of Cape Town, Western Cape Government and Gearhouse South Africa

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