

Creative Circle Rankings 2017 released

The final Rankings for 2017 for individual agencies and groups have just been released by the Creative Circle. This includes 2017 results from Cannes, D&AD, Loeries, One Show and the Creative Circle Annual Awards.

Pete Khoury, Creative Circle chairman and chief creative officer at TBWA\Hunt Lascaris, said that the rankings are important as they give recognition to local agencies as well as provide a barometer on the standard of work coming out of the Industry.

The Creative Circle represents South African advertising agencies, and only Creative Circle members are included in the rankings. "The Creative Circle Rankings are the guiding benchmark for South African agencies' and are reflective of the consistent top performers over the year," says Khoury.

He comments that: "This year it's notable that we not only see some familiar faces which indicate consistently good output from the industry but some new ones too, which reflects its state of competition and growth."

All the ranked agencies and agency groups are listed in the tables below.



Pete Khoury, Creative Circle chairman and chief creative officer at TBWA\Hunt Lascaris. © [Creative Circle website](#).

Creative Circle – final rankings 2017 – individual agencies

Rank	Agency
1.	Ogilvy Johannesburg
2.	Hunt Lascaris Johannesburg
3.	Native VML
4.	Y&R South Africa
5.	FCB Johannesburg
6.	FoxP2
7.	King James
8.	Openco
9.	Grey Africa
10.	DDB
10.	Ogilvy Cape Town
12.	Grid
12.	FCB Cape Town
14.	Mullen Lowe
15.	Net#work BBDO
16.	Joe Public United
16.	Geometry Global
18.	Publicis Machine Cape Town
19.	North VCA

Creative Circle – final rankings 2017 – agency groups

Category	Agency Group
1.	Ogilvy
2.	TBWA\
3.	Native VML
4.	FCB Africa
5.	Y&R
6.	FoxP2

7.	King James Group
8.	Grey
9.	DDB
10.	Mullen Lowe
11.	BBDO
12.	Joe Public Group
13.	Publicis
14.	North VCA



"Transformation is a layered word that we need to use to its full potential" - new Creative Circle chair, Pete Khoury

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