

# M&C Saatchi Abel turns on the heat at Loeries 2018!

Issued by [M&C Saatchi Abel](#)

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Spearheaded by the Nando's #rightmyname campaign, M&C Saatchi Abel brought home 14 new birds across a spread of blue-chip clients.



Nando's garnered a coveted Grand Prix, four Golds and a Silver! With Silver and Bronze accolades to Takealot, Mr D, Windhoek Beer, Zeitz Museum of Contemporary Art Africa, ZANG Caffeinated Chocolate and the Domestic Animal Rescue Group.

"Our success at Loeries 2018 was due to our obsession to create beautifully simple solutions for an increasingly complex world. Thanks to our brave clients for sharing this vision and challenging us to produce work that creates meaningful change in the marketplace," commented Neo Mashigo, Chief Creative Officer of the M&C Saatchi Group.

"It's really rewarding to the 165 people at M&C Saatchi Abel when meaningful work is given the kind of acknowledgement it received at the Loeries."

## The full list of M&C Saatchi Abel awards at Loeries 2018

### Grand Prix

- Nando's 'Right My Name' campaign - Print Communication: Tactical use of Newspaper

### Gold

- Nando's 'Right My Name' campaign - Media Innovation: Single Medium Element
- Nando's 'Right My Name' campaign - PR & Media Communication
- Nando's 'Right My Name' campaign - Communication Design: Mixed-Media Campaign
- Nando's 'Right My Name' campaign - Print Communication: Tactical use of Newspaper

### Silver

- Nando's 'Right My Name' campaign - Digital & Interactive Communication: Digital Intergrated Campaign.
- Windhoek 'Perfect time, perfect beer' - 'Slay queen Makoti', 'Woodchuck', 'Mazenkeng' - Radio & Audio: Radio Station Commercials
- Zang 'K.O. Fatigo' - Film: Branded Content Video
- Mr D 'Anything you feel like' - Communication Design: Logos

## Bronze

- Takealot 'Make winter great again' - Radio & Audio: Radio Station Commercials
- DARG 'Test run a dog' - Live Communications: Ambient
- Zeitz MOCAA Identity Programme - Communication Design: Identity Programmes
- M&C Saatchi Abel - Communication Design: Direct & Promotional Mail

## Craft Certificate

- Takealot 'Make winter great again' – 'Yo momma's door', 'Nice crowd', 'Bing!' - Radio & Audio: Radio Station Commercials

**" M&C Saatchi Group South Africa boosts direct marketing, loyalty and CRM offerings through Black&White**

30 Apr 2024

**" MTN Group appoints M&C Saatchi Abel and Group of Companies as its global marketing partner** 24 Apr 2024

**" Woolworths selects Connect as its media agency of choice** 16 Apr 2024

**" We Love Pure joins Sermo network to increase European reach** 8 Jun 2023

**" Razor PR wins 'Best Reputation work in EMEA' for third year running at EMEA Sabre Awards** 27 Mar 2023

### [M&C Saatchi Abel](#)

#### **M&CSAATCHI ABEL**

It is at the heart of everything we do. From creative thinking to creative work. From how we are structured to the systems we use. Brutal Simplicity runs through the culture of every single one of our offices, all around the world.

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