

#LoeriesRankings with... The Odd Number

By [leigh andrews](#)

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I chatted to some of the top ranked creatives post-2016 Loeries Rankings celebrations. Here, 100% black-owned branding and marketing agency The Odd Number's creative director and founding partner Sbu Sitole shares his views on the agency's first-ever award wins.

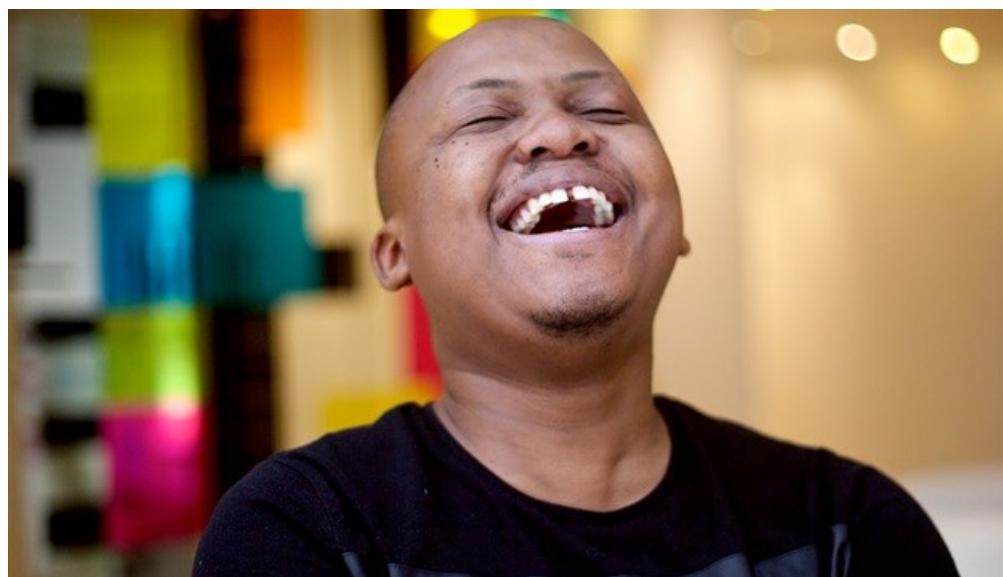


Client Joel Churcher, vice president and GM of BBC Worldwide Africa; with The Odd Number's art director Zamani Xolo; senior copywriter Bonginkosi Luvuno; managing director Xola Nouse; and creative director Sibusiso Sitole on the Loeries 2016 red carpet.

This year, The Odd Number took home a gold radio campaign Loerie Award for client BBC Lifestyle's *The Great South African Bake Off* 'Zone 3 judges: Wholenut Fish, Custard and Sweets, as well as a Bronze Loerie Award for BBC Brit's *Top Gear* 'Umsebenzi, both in the 'SA non-English radio commercials' category. *Umsebenzi* is embedded below, followed by an English version of The Odd Number's BBC Brit *Top Gear* work:

An even winning streak for The Odd Number

As a result of this success, BBC Worldwide's entertainment channels were listed as one of the top 20 brands in the Loeries' Official Rankings 2016, with The Odd Number ranking in 16th spot in the South African agency table. It was the only 100% black-owned agency to feature in the top 20, and also placed fifth in the small-sized (1 to 40 employees) category of overall ranking by agency size for the year.



Sitole.

Sitole, who has been at the agency since it was established – the business was registered in 2011 and became fully operational in 2015 – says being the only 100% black-owned agency in the top 20 is a great feeling, adding: “I’m hoping that it proves to all other black-owned agencies that it’s actually possible to compete creatively in this industry. There’s also the sad reality that there are so few of us, but I suspect that is changing albeit slowly.”

Here, Sitole shares how the agency feels about their wins, as well as plans to extend their winning streak and who they admire most in the industry...

1. Share your top three emotions linked to your Loeries' wins and 2016 rankings.

Sitole: My top three emotions were exhilaration; pride; and depression (from the humongous hangover the next day).

2. How do you plan on keeping – if not bettering – your rankings next year?

Sitole: The plan has always been to be the ‘number one’ creative agency in the country. We will chase that position until

we get there.

3. Where are you displaying your Loeries?

Sitole: These are the very first awards our agency has won. We started The Odd Number in April 2015, and because these were our very first Loeries' entries, we still haven't built a trophy cabinet!

4. Tell us who you personally admire in the industry – both an established mentor figure as well as a newcomer making waves.

Sitole: I admire Brett Morris. Watching his journey from being ECD at FCB then [CEO of the business](#) really proves that a creative person's role in the industry can/should be a business role as well. I also admire [Neo Mashigo](#). I admire the bravery of leaving his ECD position to start a business, and watching the continued success of the [I See a Different You](#) brand which shows that the possibilities have become unlimited for creative people with focus and perseverance.

Seems we're all looking forward to this year's creative surprises. [Click through](#) to our Loeries' special section for more, [here](#) for more on The Odd Number, and be sure to follow them on [Twitter](#) and [Instagram](#).

ABOUT LEIGH ANDREWS

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