

Official 2017 Loeries rankings revealed!

The Loeries has released its seventh annual official rankings which provide a comprehensive overview of the annual performance across the brand communications industry throughout Africa and the Middle East based on the awards won at the 2017 Loeries Awards.



Mike Middleton, chief marketing officer at KFC is ranked as the top brand representative.

“The official rankings are calculated based on performance each year, and they provide a useful and independent measure of who’s doing what across our region,” says Loeries CEO Andrew Human.

This year, for the second year running, KFC is the top brand, having won 11 Loeries, including a Grand Prix. Flight Centre and Marble take second and third place respectively.

Mike Middleton, chief marketing officer at KFC has emerged as the top brand representative, followed by Divan Viljoen of Flight Centre, Jacques Cronje of KFC, Gary Kyriacou of Marble, and Melanie Campbell of Absolut, in fifth place. Mike was also awarded the coveted Loeries Marketing Leadership & Innovation Award at the awards held in Durban, KwaZulu-Natal in August.



#Loeries2017: Marketing Leadership and Innovation Award 2017 goes to KFC's Mike Middleton

Jessica Tennant 19 Aug 2017



Agencies and creatives

The top three Agencies of the Year are: Impact BBDO Dubai, Ogilvy Johannesburg, and Hunt Lascaris Johannesburg; and the top three Regional Agency Groups of the Year are: BBDO MEA, TBWA, and Ogilvy EMEA.

The top three ranked agencies in South Africa are Ogilvy Johannesburg, Hunt Lascaris Johannesburg and Native VML. From the region excluding South Africa, the top three places all go to the United Arab Emirates: Impact BBDO Dubai ranks as the top agency, followed by Y&R Dubai and TBWA\RAAD. Other countries included in the regional agency rankings are Saudi Arabia, Kenya, Israel, Egypt, Namibia, Morocco, Lebanon, Tunisia, and Nigeria.



Ogilvy celebrates seventh consecutive Loeries Grand Prix

Ogilvy South Africa 23 Aug 2017



Impact BBDO has taken the top position in the large agency category, while Y&R Dubai has the highest ranking among medium-sized agencies, and Grid Worldwide Branding and Design leads the small agency table.

The top-ranked chief creative officer for 2017 is Pete Case from Ogilvy Johannesburg, with Peter Khoury of Hunt Lascaris Johannesburg coming in at number two and Jason Xenopolous of Native VML in third place. Fadi Yaish of BBDO Dubai leads the executive creative director table, followed by Mariana O’Kelly from Ogilvy Johannesburg, and Jenny Glover from Hunt Lascaris Johannesburg.

Vega School is the top education institution and The Open Window, AAA School of Advertising Cape Town, Stellenbosch Academy of Design & Photography and Red & Yellow School make up the top five in the category.

Overall ranking by brand 2017	
Rank	Name
1	KFC
2	Flight Centre
3	Marble
4	ABSOLUT
5	Sanlam
6	The Cartel
7	Visa
8	La Libanaise Des Jeux
9	Nissan
10	Landmark Group
11	Surf Shack
12	Nando's
13	Mada Masr
13	Mars
15	Oi Pejeta Conservancy
16	BRF
17	Volkswagen South Africa
18	Law Andak Dam
19	HuffPost SA
20	Interreligious Council of Bosnia and Herzegovina

Overall ranking by agency 2017		
Rank	Agency	Country
1	Impact BBDO Dubai	United Arab Emirates

2	Ogilvy Johannesburg	South Africa
3	Hunt Lascaris Johannesburg	South Africa
4	Native VML	South Africa
5	Grid Worldwide Branding and Design	South Africa
6	Y&R Dubai	United Arab Emirates
7	King James Group	South Africa
8	Y&R South Africa	South Africa
9	TBWA\RAAD	United Arab Emirates
10	J.Walter Thompson Dubai	United Arab Emirates
11	J. Walter Thompson KSA	Saudi Arabia
11	Net#work BBDO	South Africa
13	DDB	South Africa
14	FoxP2 Cape Town	South Africa
15	Ogilvy Cape Town	South Africa
16	Joe Public United	South Africa
17	Ogilvy & Mather Africa	Kenya
18	The Odd Number	South Africa
19	Grey Advertising	South Africa
20	Leo Burnett Israel	Israel

Note:

The **overall** ranking includes agencies from across the region – Africa & the Middle East – as well as international agencies that produced work to be flighted within the region.

Ranking by regional agency group 2017	
Rank	Name
1	BBDO MEA
2	TBWA\
3	Ogilvy EMEA
4	Y&R Africa & Middle East
5	J. Walter Thompson MEA
6	VML
7	King James Group
8	FCB Africa
9	Joe Public United
10	DDB

Note:

The Regional Agency Group ranking is for the group networks across Africa and the Middle East

The full rankings, available [here](#), includes more tables on specialist agencies, production companies and individual credits. Entry for Loeries 2018 opens in February 2018.

For more, visit: <https://www.bizcommunity.com>