

All the Pitcher Awards 2021 winners!

The three-day Pitcher Awards Festival 2021 culminated on 22 May with the Pitcher Awards which was streamed at the Pitcher Festival website and broadcast on television networks of TVC Entertainment and TVC News.



The highlights of the show were the winning of Grand Prix in Film by Caractère, Dakar, Senegal for their work JigeeenJangal for Sonatel Orange Group; the winning of Grand Prix in Live Events by King James Group, Cape Town, South Africa for The Olympian, made for Sanlam. The Awards Show also celebrated the winning of Grand Prix by Noah's Ark Communications, Lagos for their Work Hardcore Filtered Guys in Outdoor for Airtel Nigeria.

In special awards, mediaReach OMD, Nigeria was recognised as Media Agency of the Year, while King James Group, Cape Town, South Africa became the Pitcher Awards 2021 Advertising Agency of the Year.

Speaking at the Awards Show, the chairman of the Pitcher Festival of Creativity, Nnamdi Ndu said: "If there was anything to celebrate at this season, it was the fact that despite the difficulty brought about by the pandemic, creativity never took the back seat in Africa."

He went on to thank the jurors for their excellent work and to congratulate all the winners.

All the winners including Shortlist, Bronze, Silver, Good, Gold and Grand Prix are already published at the Pitcher Festival [website](#) and are available for viewing.

Integrated Campaigns			
Award	Entrant company	Country	View
Gold	CIRCUS! Mauritius	Mauritius	Mauvilac ColourVogue 2020
Gold	Caractère	Senegal	JigeeenJangal Sonatel Orange Group Integrated
Bronze	mediaReach OMD	Nigeria	Hypo Disinfection Campaign
Bronze	Mantra Pu	Cape Verde	SPIRIT TONIC WATER
Silver	mediaReach OMD	Ghana	House of Walker- First Ever Johnnie Walker Experience Pop Up Store
Silver	Arden & Newton	Nigeria	Equalize Pay Gap

Shortlist	VIZEUM Nigeria	Nigeria	HERO LAGER CLAN CAN 1
Bronze	Mediafuse Dentsu - Vizeum	Nigeria	Glenfiddich Where Next?
Bronze	Now Available Africa	Ghana	IOM - International Organisation for Migration - NO PLACE LIKE HOME
PR & Reputation Management			
Bronze	Opinion&Public	Ivory Coast	Local Solutions Against Global Pandemic - PR
Bronze	mediaReach OMD	Ghana	Yen Nhyin Baom
Shortlist	TBWA/Concept	Nigeria	End SARS Campaign
Gold	King James Group	South Africa	Sanlam - The Olympian
Use of Data			
Gold	Dentsu Aegis Network Kenya	Kenya	The Bantering Billboard - Safaricom PLC
Use of Influencers & Brand Ambassadors			
Shortlist	Ogilvy Nigeria	Nigeria	Telemundo Africa Tik Tok Launch - Influencers
Shortlist	Mediafuse Dentsu - Vizeum	Nigeria	BUDWEISER KINGS OF FOOTBALL SHOW
Shortlist	Now Available Africa	Ghana	Johnnie Walker's 200th - JW 200th
Gold	King James Group	South Africa	Gogo - The value of time
Use of Insights & Strategy			
Silver	mediaReach OMD	Nigeria	Darling Hair BBN - Insights
Shortlist	Isobar Nigeria	Nigeria	Smooth Naija King - Strategy
Gold	Caractère	Senegal	JigeeenJangale Sonatel Orange Group - Insights
Shortlist	Ogilvy Nigeria	Nigeria	Telemundo Africa TikTok Launch - Insights
Bronze	mediaReach OMD	Ghana	My Malta Guinness Story
Use of Media			
Bronze	mediaReach OMD	Nigeria	Darling Hair BBN
Bronze	mediaReach OMD	Nigeria	Dulux BBN 2020
Bronze	mediaReach OMD	Nigeria	Tasty Tom
Bronze	mediaReach OMD	Nigeria	WAW Moments on BBN
Bronze	mediaReach OMD	Nigeria	Wipe off COVID with Hypo - Media
Silver	mediaReach OMD	Nigeria	Indomie Owambe Party
Shortlist	mediaReach OMD	Nigeria	Secured Satisfaction
Bronze	Mantra Pu	Cape Verde	Fisherman
Gold	CIRCUS! Mauritius	Mauritius	KFC Say No To Plastic
Silver	mediaReach OMD	Ghana	Johnnie Walker 200th Anniversary- Striding Man OOH Execution
Gold	Dentsu Aegis Network Kenya	Kenya	The Bantering Billboard - Safaricom PLC 1
Bronze	mediaReach OMD	Ghana	Rekognize Campaign
Bronze	Isobar	Nigeria	Smooth Kick-Off
Bronze	Nelson Reids	Nigeria	Kimpton Kawana Bay
Shortlist	mediaReach OMD	Ghana	A-Life Soap Campaign
Bronze	Mediafuse Dentsu - Vizeum	Nigeria	GLENFIDDICH - WHERE NEXT?
Silver	Mediafuse Dentsu - Vizeum	Nigeria	BUDWEISER KINGS OF FOOTBALL TV SHOW
Apps			
Bronze	SHIFTIN	Algeria	Canbebe Mobile App
Messaging			
Shortlist	digitXplus	Nigeria	Guinness - Your First Drink On Us
Social Media Campaigns			
Shortlist	Noah's Ark Communications Limited	Nigeria	Maltina Variants (Flavour Quest) - SM
Shortlist	Noah's Ark Communications Limited	Nigeria	Airtel Mobile Number Portability (Tailor)
Shortlist	Webcoupers	Nigeria	One Bank by Sterling
Shortlist	Noah's Ark Communications Limited	Nigeria	AIRTEL TV (AMAKA MUST GO) SM
Shortlist	Isobar Nigeria	Nigeria	King is born 1/2
Shortlist	Isobar Nigeria	Nigeria	King is born 2/2
Shortlist	Noah's Ark Communications Limited	Nigeria	AIRTEL NIGERIA (444) Social Media
Shortlist	Isobar	Nigeria	Nivea Dry 1/3
Bronze	TBWA/Concept	Nigeria	End Sars Campaign 2
Bronze	digitXplus	Nigeria	Johnnie Walker - Party Night, Johnnie HighBall
Shortlist	EchoHouse Ghana Limited	Ghana	CLOSE UP K.I.S.S. GUIDE 1/3
Shortlist	PhD Media	Ghana	CloseUp Free to Love Campaign
Shortlist	EchoHouse Ghana Limited	Ghana	CLOSE UP K.I.S.S. GUIDE 2/3
Shortlist	EchoHouse Ghana Limited	Ghana	CLOSE UP K.I.S.S. GUIDE 3/3
Comic Skits			
Bronze	ONEWLD CARD	Nigeria	Surecal

Shortlist	TBWA/Concept	Nigeria	Nepa
Entertainment Film			
Bronze	Accelerate TV	Nigeria	Off The Menu
Shortlist	Accelerate TV	Nigeria	Shade Corner
Bronze	Up In The Sky	Nigeria	Training Day Short Film
Gold	Accelerate TV	Nigeria	Streets of Lagos
Live Events			
Silver	Carat	South Africa	Guinness: Night Football Goal Challenge
Grand Prix	King James Group	South Africa	The Olympian 3
Music Video			
Bronze	TBWA/Concept	Nigeria	Music Time 1
Sports			
Gold	King James Group	South Africa	The Olympian 4
Use of Music			
Gold	CIRCUS! Mauritius	Mauritius	Pepsi 2020 Film - Use of Music
Bronze	Isobar Nigeria	Nigeria	Smooth Naija King - Music
Shortlist	Dentsu M&garryBowen Lagos	Nigeria	Lucozade Energy to Get Thru it
Shortlist	Isobar Nigeria	Nigeria	King is born
Bronze	Adeptus Advertising	Nigeria	Camera
Silver	TBWA/Concept	Nigeria	Music Time
Bronze	TBWA/Concept	Nigeria	EID Campaign 1
COVID-19			
Shortlist	Mantra Pu	Cape Verde	THE SUN
Good	King James Group	South Africa	The Olympian 2
Silver	King James Group	South Africa	Wet Paint 1
Bronze	mediaReach OMD	Nigeria	STUDY FROM HOME WITH KELLOGG'S
Shortlist	Up In The Sky	Nigeria	Villains
Shortlist	Opinion&Public	Ivory Coast	Local Solutions Against Global Pandemic - COVID
Bronze	Carat	South Africa	NIVEA Take Extra Care
Bronze	PhD Media	Ghana	Lifebuoy Ghana DoTheLifebuoy
Shortlist	Now Available Africa	Ghana	NAA COVID-19 CARE CAMPAIGN
Shortlist	Five ltd	Kenya	Pride Dishwashing liquid- My Tough is Enough
For Profit Organizations			
Silver	Caractère	Senegal	JigeeenJangale Groupe Sonatel Orange - Strategy
Shortlist	ONEWILDCARD	Nigeria	Gender Permit
Shortlist	ONEWILDCARD	Nigeria	Speak Truth To Power - Good
Non-Profit Organizations			
Silver	Up In The Sky	Nigeria	Training Day Short Film - Good
Shortlist	Mantra Pu	Cape Verde	Traps
Shortlist	TBWA/Concept	Nigeria	End Rape Campaign 2
Shortlist	digitXplus	Nigeria	She is NOT FOR SALE
Bronze	TBWA/Concept	Nigeria	End Rape Campaign 1
Bronze	TBWA/Concept	Nigeria	End Sars Campaign 1
Audio			
Bronze	Noah's Ark Communications Limited	Nigeria	AIRTEL NIGERIA(444) RADIO
Bronze	SMC	Ghana	It's Complicated [Radio Commercial]
Shortlist	TBWA/Concept	Nigeria	Tropicana Slim
Shortlist	TBWA/Concept	Nigeria	The Hand
Branded Content			
Gold	Caractère	Senegal	HumanInNature - Integrated Annual Report 2019
Shortlist	Takeout Media	Nigeria	Xpress yourself
Design			
Silver	Dentsu M&garryBowen Lagos	Nigeria	Orijin Talk to Nigeria 3/3 Design
Shortlist	ONEWILDCARD	Nigeria	Be Independent
Silver	Dentsu M&garryBowen Lagos	Nigeria	Orijin Talk to Nigeria 2/3 Design
Silver	Dentsu M&garryBowen Lagos	Nigeria	Orijin Talk to Nigeria 1/3 Design
Gold	Caractère	Senegal	HumanInNature - Integrated Annual Report 2019 - Design
Film			
Bronze	Noah's Ark Communications Limited	Nigeria	Maltina Variants (Flavour Quest)
Shortlist	Noah's Ark Communications Limited	Nigeria	Airtel Mobile Number Portability (Tailor) 1
Grand Prix	Caractère	Senegal	JigeeenJangal Sonatel Orange Group Film

Silver	King James Group	South Africa	The Olympian 1
Shortlist	Noah's Ark Communications Limited	Nigeria	Know Your Size 1
Shortlist	Up In The Sky	Nigeria	Appreciated TVC
Silver	Dentsu MoggaryBowen Lagos	Nigeria	Orijin Talk to Nigeria
Silver	CIRCUS! Mauritius	Mauritius	Pepsi 2020 Film
Shortlist	Wema Bank Plc	Nigeria	The Future of Banking
Gold	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation
Silver	King James Group Johannesburg	South Africa	Human Nature
Shortlist	TBWA/Concept	Nigeria	Spotlight Initiative
Shortlist	5ive ltd	Kenya	My tough is enough
Outdoor, Installations & Activations			
Shortlist	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communication Limited (Xenophobia) 1/3
Grand Prix	Noah's Ark Communications Limited	Nigeria	Airtel Data is Life (Hardcore Filtered Guys) 1/4
Shortlist	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communication Limited (Xenophobia) 2/3
Bronze	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation 4/4
Bronze	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation 1/4
Bronze	Outori Limited	Nigeria	Sweet Sixty - World's Largest Cupcake Mosaic (Logo)
Bronze	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation 2/4
Shortlist	Noah's Ark Communications Limited	Nigeria	Murder 1/2
Shortlist	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communication Limited (Xenophobia) 3/3
Bronze	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation 3/4
Shortlist	Noah's Ark Communications Limited	Nigeria	Murder 2/2
Shortlist	3Verse	South Africa	Live Happy Side Up 2/3
Gold	Dentsu Aegis Network Kenya	Kenya	Safaricom PLC - The Bantering Billboard
Silver	CIRCUS! Mauritius	Mauritius	Mauvilac Thousands 2/2
Shortlist	3Verse	South Africa	Live Happy Side Up 1/3
Gold	King James Group	South Africa	Wet Paint 2
Shortlist	3Verse	South Africa	Live Happy Side Up 3/3
Silver	CIRCUS! Mauritius	Mauritius	Mauvilac Thousands 1/2
Grand Prix	Noah's Ark Communications Limited	Nigeria	Airtel Data is Life (Hardcore Filtered Guys) 3/4
Grand Prix	Noah's Ark Communications Limited	Nigeria	Airtel Data is Life (Hardcore Filtered Guys) 2/4
Grand Prix	Noah's Ark Communications Limited	Nigeria	Airtel Data is Life (Hardcore Filtered Guys) 4/4
Print			
Shortlist	Adeptus Advertising	Nigeria	Eze goes to school 2/2
Shortlist	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communications Limited (13th Anniversary) Print 2/2
Shortlist	Adeptus Advertising	Nigeria	Eze goes to school 1/2
Bronze	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communications Limited (Xenophobia) 3/3
Bronze	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communications Limited (Xenophobia) 1/3
Shortlist	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communications Limited (13th Anniversary) Print1/2
Bronze	Noah's Ark Communications Limited	Nigeria	Noah's Ark Communications Limited (Xenophobia) 2/3
Shortlist	3Verse	South Africa	Live Happy Side Up 3/5
Shortlist	3Verse	South Africa	Live Happy Side Up 5/5
Shortlist	3Verse	South Africa	Live Happy Side Up 4/5
Bronze	CIRCUS! Mauritius	Mauritius	Mauvilac Colourvogue 2020 2/3
Shortlist	3Verse	South Africa	Live Happy Side Up 2/5
Bronze	CIRCUS! Mauritius	Mauritius	Mauvilac Colourvogue 2020 1/3
Shortlist	3Verse	South Africa	Live Happy Side Up 1/5
Bronze	CIRCUS! Mauritius	Mauritius	Mauvilac Colourvogue 2020 3/3
Gold	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation Print 1/4
Gold	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation Print 3/4
Gold	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation Print 2/4
Gold	Noah's Ark Communications Limited	Nigeria	Stop Female Genital Mutilation Print 4/4