

## 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

Leigh Andrews 15 Mar 2018



Official 2017 Loeries rankings revealed!

6 Oct 2017



Creative Circle Awards: Local proves it's a winner

Danette Breitenbach 16 Mar 2018



Three Black Pencils awarded at 2018 D&AD Awards!

26 Apr 2018



#OneShow2018: All the SA winners!

12 May 2018



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