

# UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion

By [Danette Breitenbach](#)

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The first Cannes Lions winners have been announced with the UAE's Impact BBDO receiving a Grand Prix, SA's Ogilvy awarded the country and the continent's first Gold Lion, and Nigeria winning its first Lion.



Source: @ Clio Awards [Clio Awards](#) A Grand Prix has been awarded to *Newspapers, Inside the Newspaper Edition*, for Annahar Newspaper, by Impact BBDO, Dubai AE

The Dubai-based Impact BBDO was awarded a Grand Prix in the category Print & publishing: Local brand for the campaign *Newspapers, Inside the Newspaper Edition*, for Annahar Newspaper.

SA's Ogilvy won its Gold Lion in the Outdoor: Corporate purpose & social responsibility category for *Bread of the Nation* for AB InBev SA, Castle Lager.

Nigeria's X3M Ideas agency won a Bronze Lion for [\*The Soot Life Expectancy\*](#) for its client the Extra Step Initiative in the Health & wellness: Health: Non-profit / Foundation-led education & awareness category.

The continent has four Lions, two awarded to Ogilvy (SA), one to Promise(SA) and one to X3M Ideas (Nigeria), while the UAE has accumulated six Lions, including the Grand Prix.

The UAE's FP7 McCann has won three Lions, two for *The Heinzjack* campaign for Heinz.

## Cannes 2023 winners

Outdoor	Live advertising and events	Silver Lion	The Heinzjack, Heinz, Heinz ketchup, FP7 McCANN, Dubai UAE
	Ambient outdoor	Bronze Lion	The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy, Cape Town SA
	Ambient outdoor	Bronze Lion	The Heinzjack, Heinz, Heinz ketchup, FP7 McCann, Dubai UAE
	Corporate purpose & social responsibility	Gold Lion	Bread of the Nation, AB InBev SA, Castle Lager, Ogilvy, Cape Town SA
Print & publishing	Local brand	Grand Prix	Newspapers, Isidsie the Newspaper Edition, Annahar Newspaper, Annahar Newspaper, Impact BBDO, Dubai AE
	Single market campaign	Bronze Lion	Plan (A) AfriSam , Blackstudio, AfriSam Cement, Promise, Johannesburg SA
Radio & audio	Retail	Bronze Lion	Frequencies of Peace, Baby Shop, Baby Shop, FP7 McCann, Dubai UAE
Health: Health & wellness	OTC products / devices	Silver Lion	Sole Music, Sole Music, _ And Us, Dubai UAE
	Non-profit / Foundation-led education & awareness	Bronze Lion	The Soot Life Expectancy, the Extra Step Initiative, Public Health X3M Ideas, Lagos Nigeria

	Fundraising & advocacy	Bronze Lion	Empty Plates, UAE Government Media Office, Saatchi & Saatchi ME, Dubai UAE
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## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from VMts.

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