

# #LoeriesRanking with... Black Bean Productions

 By [Leigh Andrews](#)

19 Jan 2018

What better way to creatively ease into the working year than with a reminder of some of last year's top contenders at the Loeries? We continue the local insights with Black Bean Productions.

There's no denying 2017 was one for the books for Black Bean Productions. As these commercial and documentary film gurus strive to make a difference through their work, it made all the business sense in the world for them to contribute to Ogilvy & Mather Africa's *The World's Most Eligible Bachelor* work for Kenya's Ol Pejeta Conservancy.



The resulting Tinder-type ad garnered two million Tinder swipes in 190 countries and raised \$160,000 dollars in donations in just a week.

Amongst others, this innovative conservation communication was further recognised with headlines on CNN, the BBC and Al-Jazeera, as well as 30 awards at the 2017 African Cristal Awards Festival alone, which rewards the best advertising campaigns created and broadcasted over the African continent, on any media.

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Agencies shine at African Cristal Festival 2017

17 May 2017





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Internationally, it scooped up three coveted Cannes Lions 2017 awards, roaring proud with a bronze Media Lion, bronze 'Promo and Activation Lion, and a bronze 'Health and Wellness' Lion.

## Creative conservation communication

The work was also highlighted across the continent at the relaunched Kenyan APA Awards, as a prime example of how creatives can successfully target digital and social media by taking a different approach – in this case, instead of making the subject of rhino conservation sad and serious, they made it interactive and fun.



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4 Dec 2017



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The quality collaborative work also resulted in a raft of Loeries across various five categories: Ranging from 'media innovation - single medium' gold to 'PR and media communication' campaign silver, as well as 'integrated campaign' bronze, 'digital and interactive – social media' bronze, and a 'digital crafts - use of technology' craft certificate.

As a result, Black Bean Productions took fifth spot in the digital agency/production company Loeries Rankings 2017 table, based on the Loeries' 'digital and interactive communication' category.

This was definite cause for lots of celebration, as it marks the first year that Black Bean Productions has been recognised by the Loeries. The team says, "It has been an honour to receive our first nomination and hopefully there will be more to come."

While they like to collaborate with freelancers, which keeps their content innovative, their core team comprises producer Sam Suter; director James Suter; director and director of photography/DOP Oli Caldow; and production coordinator Diana Nkambule.



Team Black Bean Productions.

I caught up with Black Bean Productions’ core team to find out how they plan to extend their winning streak this year and who they admire most in the industry...

**What do you attribute this year’s successes to?**

One of the underlying strengths of Black Bean Productions is team work, we are a small team but we work hard and dedicate ourselves to every project ensuring that every product is completed to perfection.

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One of the many endearing moments captured by @jamessuter on assignment for @unitedforwildlife at the @dswt. #BeKindToElephants

A post shared by [Black Bean Productions \(@blackbeanproductions\)](#) on Nov 19, 2017 at 8:07am PST

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We produce diverse content ranging from experimental short films to documentaries as well as commercial content, which includes high trade videos for lodges and hotels across Africa. The important part of what we do is our roots in conservation – inspiring and powerful content, with a call to action.

### ▣ **What plans are already underway to better your ranking next year?**

As Black Bean Productions, we've always believed in room for improvement, this has pushed us to grow year by year and 2018 will be no different. With that said, we are in process of releasing our first full-length feature documentary film that aims to uncover the untold story of human-wildlife conflict in Africa.

### ▣ **Tell us who you personally admire in the industry.**

As a primarily conservation-based company we always aspire to work towards producing content that makes a difference, such as these huge NGOs:

- World Wildlife Fund;
- United For Wildlife;
- Empowers Africa; and
- National Geographic.

*Lots to look forward to creatively from 2018! [Click through](#) to our Loeries' special section for more, and be sure to follow Black Bean Productions on [Vimeo](#), [Twitter](#), [Facebook](#) and [Instagram](#).*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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