



LOERIES® OFFICIAL RANKINGS™ 2016

Since 2010, the Loeries Official Rankings offer a comprehensive overview of the annual performance across the brand communications industry throughout Africa and the Middle East.

The rankings list the Top Brands and Agencies, as well as specialist focus areas, and individual performance in key areas.

NEW IN 2016:

A **Regional Agency Group** table has been added – listing the top group networks across the region.

At the back of this publication, information is provided on how the rankings are calculated.

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NOTE: For all Company / Agency tables, the number in (parentheses) next to the name indicates the 2015 Ranking.

TABLE A1. OVERALL RANKING BY BRAND 2016

RANK	BRAND
1	KFC (6)
2	Chicken Licken (7)
3	Nando's
4	Ster-Kinekor
5	Wrigley
6	CANSA
7	MultiChoice DStv
8	Diageo (2)
9	Vodacom
10	Volkswagen South Africa (12)
11	Saudi Telecom Company - STC
12	Flight Centre (11)
13	Samsung
14	Qatar Islamic Bank
15	Go Sport
15	Nestle
17	Iziko Museums of South Africa
18	McCain
19	SmartLife
20	Adidas Originals
20	BBC
20	MTV Africa
20	Pril



TABLE A2a. OVERALL RANKING BY AGENCY 2016

RANK	AGENCY	COUNTRY
1	Ogilvy & Mather Johannesburg (3)	South Africa
2	Net#work BBDO (10)	South Africa
3	Ogilvy & Mather Cape Town (11)	South Africa
4	FoxP2	South Africa
5	DDB	South Africa
6	Joe Public (9)	South Africa
7	Mullen Lowe SA (16)	South Africa
8	TBWA\RAAD	United Arab Emirates
9	FCB Cape Town	South Africa
10	TBWA\Hunt\Lascaris Johannesburg (6)	South Africa
11	Black River FC	South Africa
12	Sunshinegun	South Africa
13	Y&R South Africa (4)	South Africa
14	J. Walter Thompson KSA	Saudi Arabia
15	Memac Ogilvy Dubai	United Arab Emirates
16	Native VML	South Africa
17	Grid Worldwide Branding	South Africa
18	J. Walter Thompson Beirut	Lebanon
19	FP7/DXB	United Arab Emirates
20	Cheil Worldwide - Dubai	United Arab Emirates
20	King James Group (2)	South Africa

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.

TABLE A2b. RANKING BY REGIONAL AGENCY GROUP 2016

RANK	GROUP
1	Ogilvy EMEA
2	BBDO MEA
3	TBWA\
4	J.Walter Thompson MEA
5	FCB Africa
6	Joe Public United
7	DDB
8	Mullen Lowe
9	Y&R Africa
10	Cheil Network

New in 2016! The Regional Agency Group ranking is for the group networks across Africa and the Middle East



TABLE A2c. RANKING BY AGENCY 2016 – SOUTH AFRICA

RANK	AGENCY
1	Ogilvy & Mather Johannesburg (2)
2	Net#work BBDO (8)
3	Ogilvy & Mather Cape Town (9)
4	FoxP2
5	DDB
6	Joe Public (7)
7	Mullen Lowe SA (12)
8	FCB Cape Town (4)
9	TBWA\Hunt\Lascaaris Johannesburg (5)
10	Black River FC
11	Sunshinegun
12	Y&R South Africa (3)
12	Native VML
14	Grid Worldwide Branding
15	King James Group (1)
16	The Odd Number
17	FCB Joburg (4)
18	M&C Saatchi Abel (11)
19	Mela Events
20	Geometry Global Cape Town

Note: Country ranking is based on the registered address of the agency, not where the work is flighted. For example, an agency in the South Africa table may have produced work flighted anywhere in the region but the agency remains in the South Africa table.



TABLE A2d. RANKING BY AGENCY 2016 – REGION EXCLUDING SOUTH AFRICA

RANK	AGENCY	COUNTRY
1	TBWA\RAAD (8)	United Arab Emirates
2	J. Walter Thompson KSA	Saudi Arabia
3	Memac Ogilvy Dubai	United Arab Emirates
4	J. Walter Thompson Beirut	Lebanon
5	FP7/DXB	United Arab Emirates
6	Cheil Worldwide - Dubai	United Arab Emirates
7	J. Walter Thompson Dubai	United Arab Emirates
8	Memac Ogilvy Doha	Qatar
9	Noahs Ark Communications	Nigeria
10	Cheil Worldwide - KSA	Saudi Arabia
11	J. Walter Thompson Cairo	Egypt
12	Memac Ogilvy Jeddah	Saudi Arabia
13	Advantage Y&R (6)	Namibia
13	Baumann Ber Rivnay / Saatchi & Saatchi	Israel
15	Squad Digital	Kenya

Note: Country ranking is based on the registered address of the agency, not where the work is flighted.



TABLE A3. OVERALL RANKING BY AGENCY SIZE 2016

RANK	LARGE (100 or more employees)
1	Ogilvy & Mather Johannesburg (3)
2	Ogilvy & Mather Cape Town
3	Joe Public
4	TBWA\RAAD
5	TBWA\Hunt\Lascaris Johannesburg (5)

RANK	MEDIUM (41 - 99 employees)
1	Net#work BBDO (2)
2	DDB
3	Mullen Lowe SA
4	FCB Cape Town
5	Y&R South Africa (1)

RANK	SMALL (1 - 40 employees)
1	FoxP2
2	Black River FC
3	Sunshinegun
4	Grid Worldwide Branding
5	The Odd Number



TABLE A4. TOP EDUCATIONAL INSTITUTIONS 2016

RANK	EDUCATIONAL INSTITUTION
1	Stellenbosch Academy of Design and Photography (2)
2	AAA School of Advertising Cape Town (1)
3	Vega School of Branding (5)
4	University of Pretoria
5	Red & Yellow School of Logic and Magic (3)
6	North West University (4)
7	The Open Window Institute For Arts and Digital Sciences
7	Greenside Design Center College of Design
9	AAA School of Advertising Johannesburg (5)

Note: Compiled using only Student Awards category

TABLE A5. COMMUNICATION DESIGN 2016

RANK	AGENCY
1	Sunshinegun
2	Grid Worldwide Branding
3	Mullen Lowe SA
4	FP7/DXB
5	Ogilvy & Mather Cape Town

TABLE A6. INTERACTIVE AND DIGITAL COMMUNICATION 2016

RANK	AGENCY
1	Net#work BBDO
2	FCB Cape Town
3	Ogilvy & Mather Johannesburg (1)
4	BBDOmediaedge
5	TBWA\RAAD

Note: Compiled using only the Interactive and Digital Communications category.



TABLE A7 - TELEVISION, FILM & VIDEO

Note: Compiled using only the Television, Film & Video Communication category.

TABLE A7a. TELEVISION, FILM & VIDEO – FILM PRODUCTION COMPANY 2016

RANK	COMPANY	COUNTRY
1	Plank Films	South Africa
2	Dreambox Films	Lebanon
3	Egg Films (2)	South Africa
4	7Films	South Africa
5	Arcade Content	South Africa
6	Bioscope Films	South Africa
6	Plot Studio	United Arab Emirates
6	they	South Africa

TABLE A7b. TELEVISION, FILM & VIDEO – EDITING COMPANY 2016

RANK	COMPANY	COUNTRY
1	Left Post Production (3)	South Africa
2	Dopravo	Saudi Arabia
3	Exile	USA
4	Deliverance (1)	South Africa
5	The Upstairs Ludus	South Africa

TABLE A7c. TELEVISION, FILM & VIDEO – POST PRODUCTION 2016

RANK	COMPANY	COUNTRY
1	Left Post Production (3)	South Africa
2	The Upstairs Ludus	South Africa
3	Nova	South Africa
4	MPC	USA
5	Black Ginger (2)	South Africa

TABLE A7d. TELEVISION, FILM & VIDEO – RECORDING STUDIO 2016

RANK	COMPANY	COUNTRY
1	Produce Sound (2)	South Africa
2	We Love Jam	South Africa
3	Big Leap Studios (5)	South Africa
4	TheWorkRoom	South Africa
5	StudiJoe	South Africa
6	Freq'ncy	South Africa



TABLE A7e. TELEVISION, FILM & VIDEO – ANIMATION COMPANY 2016

RANK	COMPANY	COUNTRY
1	Hellomotion (5)	South Africa
2	Wicked Pixels	South Africa
3	Lung Animation	South Africa
3	Am I Collective	South Africa
5	Arcade Content (1)	South Africa
6	BlackGinger	South Africa

TABLE A8. DIGITAL AGENCY 2016

RANK	AGENCY	COUNTRY
1	Hellocomputer	South Africa
2	Gloo@Ogilvy (1)	South Africa
3	Injozi	South Africa
4	Ideamongery	South Africa
5	KRDS Paris	France
5	Milkshake Media	Dubai

Note: Compiled using only the Interactive and Digital Communications category.

TABLE A9. RADIO – RECORDING STUDIO 2016

RANK	COMPANY
1	Produce Sound (1)
2	Aquanote Studios
3	The O
4	Hey Papa Legend
5	We Love Jam
5	Sterling Sound (4)

Note: Compiled using only the Radio Communication category.



INDIVIDUAL CREDITS

TABLE B1. BRAND REPRESENTATIVE 2016

RANK	NAME
1	Thabisa Mkhwanazi (KFC)
2	Mike Middleton (KFC)
3	George Sombonos (Chicken Licken)
4	Hloni Mohope (KFC)
5	Bradley Knowles (Ster-Kinekor)
6	Darren Hampton (Ster-Kinekor)
6	Lola Gallant (Ster-Kinekor)
8	Mike Wood (KFC)
9	Doug Place (Ster-Kinekor)
9	Geraldine Engelman (Ster-Kinekor)
11	Ashleigh Sanderson (Wrigley)
12	Lucy Balona (CANSAs)
13	Nadia Mohamed (Vodacom)
13	Paul Appleton (Nando's)
15	Michael Spinks (Nando's)
16	Ahmed Al Sahhaf (Saudi Telecom Company)
16	Kirsty Niehaus (Nando's)
16	Kutlwano Pitso (MultiChoice DStv)
16	Nkateko Mabaso (MultiChoice DStv)
16	Stephen du Plessis (Nando's)
16	Victor Koaho (MultiChoice DStv)

TABLE B2. CHIEF CREATIVE OFFICER 2016

RANK	NAME
1	Pete Case
2	Mike Schalit
3	Liam Wielopolski
4	Pepe Marais
5	Paul Shearer
6	Walid Kanaan
7	Chafic Haddad
8	Kirk Gainsford
9	Peter Khoury
10	Graham Lang



TABLE B3. EXECUTIVE CREATIVE DIRECTOR 2016

RANK	NAME
1	Mariana O'Kelly
2	Brad Reilly
3	Andrew Whitehouse
3	Justin Gomes
5	Tseliso Rangaka
6	Simon Spreckley
7	Mike Barnwell
8	Matthew Barnes
9	Adam Weber
10	Jenny Glover

TABLE B4. CREATIVE DIRECTOR 2016

RANK	NAME
1	Molefi Thulo
2	Michael Lees-Rolfe
3	Manuel Bordé
4	Aaron Harris
4	Grant Campbell
6	Camilla Clerke
6	Matt Thompson
8	Roanna Williams
8	Fred Cilliers
10	Tim Beckerling



TABLE B5. AGENCY ART DIRECTOR 2016

RANK	NAME
1	Tammy Retter
2	Heidi Kasselmann
3	Michael Lees-Rolfe
4	Gabriel Gama
5	Riaan van Wyk
6	Melissa Grundlingh
7	Eric Maina
7	John Kimani
9	Stephanie Cook
10	Greig Watt

TABLE B6. WRITER 2016

RANK	NAME
1	David Krueger
2	Gavin Williams
2	Safaraaz Sindhi
4	Andrew Pearson
5	Guilherme Grossi
6	André de Wet
7	Thabang Manyelo
8	Shallom Wanjiru Muriuki
9	Daniah Al Aoudah
10	Deon Wiggett
10	Haifa Al Rasheed
10	Amanda Horwitz
10	Jenny Chaplin
10	Louise McCann
10	Maian Alken
10	Nganga Dlanga
10	Yazeed Al Harthi



TABLE B7a. DIRECTOR 2016

RANK	NAME
1	Peter Pohorsky
2	Terence Neale
3	Siphiwe Myeza
4	Dave Meinert
4	Hylton Tannenbaum
6	Ruan Vermulen
6	Tristan Holmes
8	Lebogang Rasethaba
9	Kim Geldenhuys
10	Teboho Mahlatsi

Note: Compiled using only the Television, Film & Video Category

TABLE B7b. CINEMATOGRAPHER 2016

RANK	NAME
1	Devin Toselli
2	Sebastian Wintero
3	Kabeer Shaik
4	Dave Pienaar
5	Pierre De Villiers
6	Brendan Barnes
6	Devon Toselli
8	Jamie Ramsay
9	Motheo Moeng
10	Jo De Ornelas

Note: Compiled using only the Television, Film & Video Category



TABLE B7c. EDITOR 2016

RANK	NAME
1	Evy Katz
2	Nate Gross
2	Shane Reid
4	Ricky Boyd
5	William Kalmer
6	Andrew Traill
7	Julian Redpath
8	Saki Bergh
9	Marcelle Mouton

Note: Compiled using only the Television, Film & Video Category

TABLE B7d. PRODUCER 2016

RANK	NAME
1	Ben Kaufman
2	Rozanne Rocha-Gray
3	Meagan Taylor
4	Darren Gordon
5	Adam Thal
5	Betsy Blakemore
5	Ksenija Micic
5	Vanessa McGowan
9	Allison Swank
10	Gavin Joubert
10	Marc Harrison

Note: Compiled using only the Television, Film & Video Category

TABLE B7e. ANIMATOR 2016

RANK	NAME
1	Jannes Hendrikz
2	Lawrence Jaeger
2	Steve Lewis
2	Brendon Cahill
2	Dillan Fuller
6	Claudio Pavan
6	Alistair Grant
6	Rob Pita
9	Christian van der Walt

Note: Compiled using only the Television, Film & Video Category



TABLE B8. ART DIRECTOR / STYLIST 2016

RANK	NAME
1	Franscois Ferreira
2	Josephine Younes
3	Matías Lecarons
3	Pablo Orozco
3	Tomás Neely
6	Juliana Paracencio
7	Wendy Fredriksson
8	Justin Enderstein
9	Lizette Botha
9	Abolaji Alausa

TABLE B9. DESIGNER 2016

RANK	NAME
1	Ilze van der Merwe
1	Kirsten Uken
1	Nicola Lourens
4	Ethan Weston
4	Shaun Francis
4	Simphiwe Mnguni
7	Seres Oliver
8	Jedd McNeilage
8	Stuart Miller
10	Jineil Kandasamy
11	Erol Salcinovic
11	Sameer Ketkar
13	Anneke Jacobs
13	Gregory King
15	Shannon Davis
16	John-Michael Catlin
16	Lloyd Carey
16	Paul Hinch
16	Shelley-ann Atkinson
16	Simphiwe Mangola

Note: Compiled using only the Communication Design category.



TABLE B10. ILLUSTRATOR 2016

RANK	NAME
1	Karien van Niekerk
2	Bernice Pretorius
3	Ilze van der Merwe
3	Kirsten Uken
3	Nicola Lourens
6	Condor
6	Ethan Weston
6	Shaun Francis
6	Simphiwe Mnguni
10	Carioca
11	Ivan Holic
12	Tsepo Makate
13	Lokesh Karekar
14	Jyo John Mulloor
14	Lucas Somariva
14	Sharon Mempin
17	Bruno Rodrigo de Miranda
17	Monica Yuri
19	Morgan van Heerden
20	Sarita Immelman

TABLE B11. INFORMATION ARCHITECT/UX DESIGN 2016

RANK	NAME
1	Greg Russell
2	Mihailo Rsumovic
2	Craig Wells
4	Zahira Kharsany
4	Briar Harmer

Note: Compiled using only the Interactive and Digital Communications category



TABLE B12. MUSIC AND SOUND COMPOSITION 2016

RANK	NAME
1	Louis Enslin
2	Marcus Wormstorm
3	Arnold Vermaak
4	Clare Vandeleur
5	Charles Pantland
6	Audio Militia
7	Marc Algranti
8	Martin Cito Otto
8	Paul Choritz
8	Solid Black

TABLE B13. PHOTOGRAPHER 2016

RANK	NAME
1	Ross Garret
2	Carioca
3	Ivan Holic
4	David Prior
5	Graeme Borchers
6	Clive Stewart

Note: Compiled using only the Print category.

TABLE B14. PROGRAMMER/SOFTWARE DEV 2016

RANK	NAME
1	Ian Summs
1	Max-Andre Zils
1	Rudolph Koegenlenberg
4	Chris Green
5	Mike Stott
5	Mark Steinbuch
5	Rudolph Koegelenberg
8	Michael Hanslo
9	Marius Conradie
9	Kurt Muller
9	Adrien Dawans

Note: Compiled using only the Interactive and Digital Communications category.



TABLE B15. STRATEGIST 2016

RANK	NAME
1	Tebogo Koena
2	Thandolwethu Mafongosi
3	Louise McCann
4	Simin Radmanesh
5	Ismail Jooma
6	Tahaab Rais
7	Matt Reily
8	Kabelo Lehlongwane
9	Michael Blunden
10	Awie Erasmus

TABLE B16. ACCOUNT MANAGEMENT 2016

RANK	NAME
1	Bridget Christensen
2	Amber Mackeurtan
3	Kaylin Mendes
4	Stuart Gormley
5	Joe Lahham
5	Kate Servas
7	Muriel Gouws
8	Kelly Scott
9	Steph Binns
10	Alistair Mokoena



HOW THE LOERIES® OFFICIAL RANKINGS™ ARE CALCULATED

While there can be many ways of analysing any competition, we have provided a thorough and fair process to accurately report on the results of the awards. The exact methodology that is used for the ranking is described here, and publication of the chosen procedures in advance of our entry deadline and judging ensures no bias in favour of any particular outcome.

1. **BRANDS GET POINTS:** A credited brand gets full points, irrespective of the entering Agency. For example, if a Brand wins two awards with two separate agencies, the Brand gets full points from both awards
2. **POINTS ARE GIVEN FOR EACH AWARD.**
3. **POINTS PER AWARD:**
 - 300 points for Grand Prix;
 - 110 points for Gold; 40 points for Silver;
 - 15 points for Bronze;
 - 90 points for Craft Gold;
 - 30 points for Craft Certificate.
4. **CAMPAIGN ENTRIES GET 1,5x POINTS:** All Campaign categories (Type B) will all be awarded 1,5 times the points.
5. **COMBINED CAMPAIGN ENTRIES ALSO GET 1,5x POINTS:** Single entries (Type A) that are combined into one campaign award during judging will receive 1,5 times the points. For example, if three print posters are combined and awarded a Campaign Gold, then the award will be worth $1,5 \times 110 = 165$ points.
6. **FOR COMPANIES; POINTS ARE DIVIDED IF MORE THAN ONE NAME IS PROVIDED FOR ONE CREDIT:**

Where more than one company has been credited for any one credit, the points will be divided equally between the parties. For example, a Gold Winner receives 110 points. If two companies are listed under "Agency", each will receive 55 points. However, one "Agency" and one "Production Company" will each receive the full points.
7. **NEW IN 2016: FOR INDIVIDUALS; FULL POINTS ARE GIVEN FOR EACH NAME LISTED FOR ONE CREDIT:**

Where more than one individual has been credited for any one credit, each individual will get full points. For example, a Gold Winner receives 110 points. If two Creative Directors are listed, each will receive 110 points, or if three people share the "Writer" credit, then each person will receive 110 points.
8. **AGENCIES AND PRODUCTION COMPANIES GET FULL POINTS:** As long as there is one name per credit, then each credit gets full points. For example, if a TV Commercial wins gold,



the credited Agency gets full points and the credited Production Company gets full points. If two agencies share one credit, then each agency gets half the points.

9. **A COMPANY CANNOT RECEIVE POINTS AS BOTH AN AGENCY AND AS A PRODUCTION COMPANY.**
10. **CRAFTS:** Production companies will receive points from International Craft entries; however agencies will not receive any points. For example, if an illustrator from within our region does work for a London agency to be flighted in Europe, based on a brief and concept created in London, then the work is eligible for an Illustration craft award and craft points. But the London agency gets no points.



About Loeries® Africa Middle East

The Loeries®, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries® promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering in Africa Middle East, Loeries® Creative Week™ Durban brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

Our region's creative economy is world-class and has great potential to grow and to offer employment both to our talented youth. The growth occurring throughout Africa and the Middle East is very exciting, and a major focus of the Loeries® is to increase the standard of brand communication in the region.

Major Partners of the Loeries 2016

Tourism KwaZulu-Natal (TKZN), the Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province (EDTEA), EThekweni Municipality – Durban Tourism, DStv Media Sales, Gearhouse South Africa

Category Partners

Accenture, Adams & Adams, ADreach, Channel O, Facebook, Film & Publication Board, Google, JCDecaux, Public Relations Institute of Southern Africa (PRISA), The Times, Unilever South Africa, Woolworths, YFM

Additional Partners and Official Suppliers

AAA School of Advertising, Antalis South Africa, Aon South Africa, Arcade Content, Association of Practitioners in Advertising, Backsberg, BEE Online, Castle Lite, Clive Stewart Photography, Circus Circus Beach Café, Egg Films, First Source, Fresh RSVP Guest Logistics, Funk Productions, Gallo Images, Graphica, Grid Worldwide, HelloCrowd, Hetzner, Independent Agency Search and Selection Company, Multiprint Litho, Newsclip, Paygate, Red Hot Ops, Rocketseed, Scan Display, South African Airways, Telkom SA SOC Ltd, Tiekie Barnard Consultancy, Total Exposure, Tsogo Sun, Universal Music Group, Vega School of Brand Leadership



Official Media Partners

Between 10and5, Bizcommunity.com, CliffCentral.com, Coloribus Advertising Archive, Design Times, Film & Event Media, Goliath and Goliath, iDidTht.com, Marketing Edge Nigeria, Music in Africa, The Redzone, YouTube

For more information visit loeries.com