

# Ogilvy & Mather lands SA's Grand Prix at Loeries 2015

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The agency group took home 35 awards including the country's only Loeries Grand Prix, in Digital & Interactive.

Ogilvy & Mather (O&M) South Africa, the integrated agency for the digital age, achieved remarkable results at the 2015 Loeries Awards that took place at the Durban ICC this weekend.

It was fireworks for Ogilvy & Mather Johannesburg and client KFC South Africa, taking home the only Grand Prix for an SA agency on the weekend, in the Digital and Interactive category for KFC "Sound Bite".

"Sound Bite", developed by Gloo@Ogilvy, the digital arm of O&M Johannesburg, is a new one-of-a-kind music platform turning the store's regular tables into interactive audio tables. These allow customers to touch table graphics and play tracks by local artists. By placing their elbows on the surfaces, sound waves are transmitted through their arms to their ears using innovative 'bone technology', creating a unique engagement with KFC's in-store experience but also creating upliftment in the local music scene.



*Fireworks for Ogilvy & Mather and KFC*

In addition, O&M Johannesburg walked away with two Gold Craft awards for Lucozade's Give Me Strength Radio spots, which also recently won a Cannes Lions Gold in June.

In total, the Group took home 1 Grand Prix, 5 Gold, 7 Silver, 19 Bronze and 3 Craft Certificate Awards across clients Audi, BP, Comedy Central, Multichoice DStv, KFC, Suntory/Lucozade and Volkswagen SA.

"The agency's results are really impressive," says Pete Case, Chief Creative Officer, Ogilvy & Mather South Africa. "Our teams across the group have pushed the boundaries in terms of creativity and innovation - and across multiple mediums. Thank you to all our clients for their partnership and support."

"We are beyond delighted to have achieved this recognition," says Abey Mookgwatsane, Chief Executive Officer, Ogilvy & Mather South Africa. "My thanks to our creative leadership, all winning teams and to our clients for putting their trust in us."

To finish off the weekend of success, Melusi Mhlungu, a copywriter at O&M Johannesburg, was one of this year's two recipients of the Adams & Adams Young Creative Award. This is the third consecutive year that an O&M employee has received this accolade, which recognises outstanding achievement in brand communications for individuals under the age of 27.

## More info on work:

### Ogilvy & Mather Johannesburg

Lucozade: Give me strength <http://bit.ly/1LBevQX>

KFC: Sound Bite <http://bit.ly/1K0qKIQ>

DStv: This is Africa <http://bit.ly/1fiX6Si>

### Ogilvy & Mather Cape Town

VW: The Uber Test Ride <http://bit.ly/1dKaTky>

VW up! Going places <http://bit.ly/1CtYsha>

Comedy Central <http://bit.ly/1UFgNUv>

1 Ton Coupon <http://bit.ly/1J1LYVo>

TSI - Small but ferocious <http://bit.ly/1E9iDI5>

Audi Quattro <http://bit.ly/1NdnPgW>

#### For more:

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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