

eNCA/Brandlab take Gold at Promaxbda in LA

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eNCA's advertising agency, Brandlab, took Gold in the News/Information Campaign category at the prestigious Promaxbda Global Excellence Awards in LA on Thursday, 12 June. They beat the likes of CNN and Sky to take top honours.

The campaign, developed by BrandLab creative director/partner Mark Fisher, working closely with eNCA marketing director Cecil Lyons, is designed to demonstrate that all news coverage isn't the same.

eNCA's brand of news endeavors to give audiences a balanced and contextualised account of 'why' stories made headlines in the first place.

The campaign includes two original commercials shot by Peter Pohorsky of Plank Film productions and two promotions edited by Adam Kramer of e.tv.

The campaign is supported by radio and outdoor media and is best explained by the headline 'The world belongs to the curious' and pay-off line 'Know More'.

eNCA is South Africa's largest English news channel by a considerable margin, DStv channel 403.

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