

Gloo@Ogilvy brings home the only Cannes Lion for digital work

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Gloo@Ogilvy, the digital arm of Ogilvy & Mather, received a Cannes Bronze Lion, the only SA digital agency to receive a statue at this year's festival.



Last week at the [Cannes Lions](#) Festival of Creativity, Gloo@Ogilvy, [Ogilvy & Mather \(O&M\) South Africa's](#) full service digital communications business, received a Bronze Lion in the Digital Media category. It is the only South African digital agency to convert its work into metal at this year's festival.

Receiving a record-number of more than 40,000 entries this year - the Cannes Lions Festival is the world's largest annual awards show in advertising, marketing and communications.

The Lion was awarded for the First National Bank (FNB) [ATM "Switch"](#) campaign. The innovative idea helped transform the banks ATMs from a service channel into an acquisition channel - using a simple consumer insight, an added layer of code and some clever copywriting. The innovation allowed the bank for the first time - to switch competing customers when they used their ATMs.

"This work showcases the power of digital to help brands engage customers whilst adding huge monetary value to their business. Not only was this a first of its kind communication, but it also helped directly add millions of rands in value to the bank," said [Pete Case](#), Chief Creative Officer of O&M South Africa and Chairman of Gloo Digital Design. "Taking home a Lion for this piece of work is a true testament of the potential of digital, and we are grateful to our client for their bravery and collaboration. It also highlights the growing question of 'what is or isn't digital?' - as the category increasingly blurs the line into outdoor, activation, shopper marketing and other areas of integrated communication and customer engagement."

O&M South Africa, the country's number one ranked creative agency, and Gloo Digital Design, the country's number one ranked digital agency, joined forces last Spring to establish Gloo@Ogilvy. The agency has since then seen a successful six months at awards shows, being ranked the number one digital agency at both the Bookmarks and the Assegai awards.

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