

M&C Saatchi heads AdReview Creative Leaderboard



By Tony Koenderman

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M&C Saatchi Abel came bursting out of the blocks to take the early lead in May in the 2015 Creative Championship, winning 168 points at The One Show, an American-based global competition, and the local Ads of the Month...

The four-year old agency initially struggled to put creative points on the board, but is now well into its stride, delivering on the corporate philosophy that advertising effectiveness goes hand-in-hand with award-winning creativity.



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This year, however, the agency may find itself constrained by the difficulties of its parent agency in Britain, which saw its billings drop by 35%, and its rank in the Campaign top 100 agencies from nine to 19.

Major billings losses were Direct Line and Dixons Retail.

Will new chief executive Camilla Harrison be asking subsidiary units around the world to tighten their purse strings as head office battles to recover?

In hot pursuit were last year's winner, Ogilvy Johannesburg, and then TBWA Hunt Lascaris. Ogilvy Cape was fourth, ensuring the two Ogilvy giants both held a top-10 spot for the second straight year. The Cape Town shop, FoxP2, came back from a self-imposed moratorium on awards. See the Creative Leaderboard update below for full list of winners.

Agencies ranked by AdReview points as at May 2015

	Agency	The One Show				Creative Circle Ad of Month (Feb-Mar)				Total points
		S (76)	B (33)	F (7)	Points	1 st (28)	2 nd (10)	3 rd (4)	Points	
1	M&C Saatchi	1	1	7	158		1		10	168
2	Ogilvy Jhb	1	2	1	149					149
3	TBWA Hunt Lascaris	1		1	83	1	1		38	121
4	Ogilvy Cape		1	4	61	1	1	1	42	103
5	Joe Public	1			76		2		20	96
6	FoxP2			2	14	2	1		66	80
7	FCB Jhb		1	2	47					47
8	Grid		1	1	40					39
9	Ireland/Davenport					1			28	28
9	KingJames Cape					1			28	28
9	Publicis Machine					1			28	28
12	Y&R			1	7			1	4	11
13	Jupiter Jhb			1	7			1	4	11
13	Ogilvy PR			1	7			1	4	11
13	Redworks			1	7			1	4	11
16	Lowe Cape							1	4	4
16	MetropolitanRepublic							1	4	4
16	Quirk							1	4	4

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ABOUT TONY KOENDERMAN

Tony Koenderman has produced an annual review of the ad industry almost every year since 1980, and is an acknowledged thought leader for the industry. He has won numerous awards for his writing and contribution to the ad biz, including lifetime achievement awards from the ad industry, *Financial Mail* and *Advantage* magazine.

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