

Publicis Machine takes top creative spot in Publicis Africa Group Network

Publicis Machine has taken the top creative spot among the Publicis Africa Group network this year. Their work shone among the 173 entries from 22 countries across Africa competing for gold, silver and bronze at the group's annual Giraffe awards, where the team walked away with an impressive tally of 12 awards - among these three coveted gold awards - earning them the top creative spot this year.



Awards were presented during the Publicis Africa Group Conference in Cape Town earlier this month, where the top accolade - the Black Giraffe - was scooped by the creative team from Publicis Insight Nigeria.

Kevin Tromp, the CEO of Publicis Africa Group observed, "It's wonderful to see how the Giraffe Awards' participation has grown since its inception. We now have winners from as far afield as Algeria, Francophone West Africa, and the Indian Ocean Islands.... across a variety of platforms and mediums, both digital and analogue. The quality of the entries has improved in leaps and bounds, and we're very proud of the standard of work that we are doing for our clients across the continent."

The Giraffe awards were initiated in 2013 to foster and promote creativity and to nurture the development of ideas and concepts that are relevant to Africa, across the Publicis Africa Group's mix of agencies – now the fastest growing network of communication agencies on the continent. Work is judged across multiple channels and the best work in each category is chosen via a monthly awards platform. The leading agency in the network is then determined at the annual Giraffe awards.

The Publicis Machine team walked away with a Gold award for their work on the Singita Group's suite of marketing and communication collateral, that got the nod from haute couture when *Vanity Fair* featured it in their Travel Section last year. It also scooped a Gold and a Gold Craft for the compelling communications campaign that positions financial giant PSG as the "Bigger Picture Thinkers" in its industry. The team also took home seven silver awards and two bronze.

"We couldn't be more proud of this achievement," says Gareth McPherson, executive creative director at Publicis Machine. "To be recognised by fellow agencies in our network as the leader on the continent, is truly special. It's an assertion that we are getting it right when it comes to producing great work that effectively meets the client brief. At Publicis Machine we pride ourselves on delivering work that is conceptually strong and executed with meticulous craft - a winning formula that continues to be successful. Hats off to our creative teams behind these."

Andy Ringrose, Kate Witney and Dani Loureiro are the creative minds behind the Singita campaign and the PSG campaign was headed up by Brendan Hoffmann and Kenneth van Reenen.

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