

AdFocus awards are once again a pointer to the Loeries



By [Richard Clarke](#)

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Last night the AdFocus awards were held at The Hilton and there were interesting people aplenty. Ad people and media people as well as people just interested in creativity.

Caroline Southey, Editor of Financial Mail, talked about the AdFocus prior to the Loeries being the Golden Globes before the Oscars. The stage was set for insights and speculation about just who is the top dog for 2004.

The results were as follows:

- Agency of the Year and Large Agency of the Year - Ogilvy & Mather, Johannesburg.
- Mid-sized Agency of the Year - Net#work BBDO
- Small Agency of the Year - King James
- Brand Agency of the Year - Harwood Kirsten Leigh McCoy (HKLM)
- Media Agency of the Year - Nota Bene
- Marketing Agency of the Year - Instant Grass
- Agency Leader of the Year - Nunu Ntshingila, Ogilvy Johannesburg.
- Media Owner of the Year - Daily Sun
- FM's New Broom Award - Instant Grass

The feature about Robyn Putter and his life in advertising was instructive for any youngster or aspiring ad achiever. The process of causing deliberate confusion and mixing magic and logic tells all about the success of Ogilvy & Mather in the AdFocus 2004.

- The Tony Koenderman Lifetime Achievement Award - Robyn Putter
- Advertiser of the Year - Exclusive Books
- The SABC People's Choice - Tastic Rice

The year's best ads according to the Creative Circle:

- Magazine - People Opposing Women Abuse by Lowe Bull
- Outdoor - World Wildlife Fund by Ogilvy
- Newspaper - Harley-Davidson by Ogilvy
- Television/Cinema - BMW 7 Series by TBWA/Hunt/Lascaris

- Payoff line of the year - Brand SA, Alive With Possibility
- Roger Garlick Award - King James

There were some surprises and some people left wringing their hands but the overall picture was of an industry that still has what it takes to create and shock as well as deliver to the target market.

Lowe Bull with their ad about People Opposing Women Abuse was the magazine winner in the Creative Circle awards and it was a popular choice.

Brand Agency of the Year and Advertiser of the Year also produced some new faces with Harwood Kirsten Leigh McCoy (HKLM) and Exclusive Books taking the honours.

ABOUT RICHARD CLARKE

Richard Clarke founded Just Ideas, an ideas factory and implementation unit. He specialises in spotting opportunities, building ideas and watching them fly. Richard is also a freelance writer.

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