

The 2021 Loeries Official Rankings are out!

Across Africa and the Middle East, The Loeries Official Rankings are the most definitive measure of the most innovative brands, agencies, production companies, organisations and individuals, in the brand communication space.



This year, Loeries share three years worth of data – this ensures that results are not viewed monadically, but instead, present a record of how companies and individuals have performed over a defined period of time.

The Official Rankings is more than just informative – it is a powerful business tool to help the brand communication industry in building the best partnerships between the brands, agencies, production companies, organisations and individuals who continue to demonstrate creative excellence in the work that they do.

The Official Rankings is a powerful tool in identifying:

- Brands that embrace creative excellence as part of their strategy to win the hearts and minds of consumers.
- Agencies that are able to develop the strongest creative products in the region.
- Production Companies that bring the creative product to life with a true spirit of excellence.
- Organisations that ensure that creative excellence is an intrinsic part of the work that they output.
- Individuals who are able to generate creative excellence through their craft and ultimately influence the creative landscape.

Ranking by Brand - Africa and Middle East

Ranking	2021	2020	2019
1	CHICKEN LICKEN	CHICKEN LICKEN	CHICKEN LICKEN
2	NISSAN	BBC STUDIOS	CITY LODGE HOTEL GROUP
3	MASSDISCOUNTERS	MASTERCARD	PHILIPS & THE NELSON MANDELA FOUNDATION
4	ADIDAS	NEDBANK	NANDO'S
5	CONVERSE	AN-NAHAR NEWSPAPER	AB INBEV
6	SANLAM	FIRST FOR WOMEN	SANLAM
7	UAE GOVERNMENT MEDIA OFFICE	NOVOMED ALLERGY CLINIC	THEATRE HOURS
8	KFC	IKEA	THE COCA-COLA COMPANY

9	V&A WATERFRONT	HYPE MAGAZINE & TEARS FOUNDATION	MTN
9	SUPERSPORT & SARUGBY	KFC	IKEA
11	SHEFLIFE	APSARA PEARL GROUP	28 TOO MANY
12	KREEPYKRAULY	DSTV	SAINT
13	POWA	AB INBEV	BBL SECURITY PRODUCTS
14	MINI	HEAD & SHOULDERS	KLEINE RIJKE
15	NEDBANK	FIFTYFIFTY LEBANON	WASTE MANAGEMENT COALITION
16	MTN	REDEMPTION RUM	STANDARD BANK
17	RISCURA HOLDINGS	ETISALAT	OKAVANGO DIAMOND COMPANY
18	THE CONSTITUTION HILL TRUST	LOTO LIBANAIS	INVESTEC
19	ARRIVE ALIVE	TOPS AT SPAR	TIGER BRANDS
20	LEGO	EMIRATES NBD	EDGARS
21	GREG TRUEN	POWA	JET
22	KELLOGG'S	BOSE	TURKCELL
23	SALVATION ARMY	CANSA	NATIONAL GEOGRAPHIC
24	MASTERCARD	PINEAPPLE INSURANCE	OLD MUTUAL
25	THESES APPARELL	AMNESTY INTERNATIONAL	KIMBERLY-CLARK

Ranking by Brand - MENA

2021	
1	ADIDAS
2	UAE GOVERNMENT MEDIA OFFICE
3	MINI
4	KFC
5	LEGO
6	MASTERCARD
7	PIZZA HUT
8	THE LEBANESE ARMY
9	ABU DHABI INVESTMENT OFFICE (ADIO)
10	BAALBECK INTERNATIONAL FESTIVAL
10	DONNER SANG COMPUTER
12	HOME CENTRE
13	CONNECT
14	KNORR
14	MALI
16	TECOM GROUP
17	ALMOSAFAER
17	MOBILY
19	DHL
20	BMW

Ranking by Brand - Sub-Saharan Africa

2021	
1	CHICKEN LICKEN
2	NISSAN
3	MASSDISCOUNTERS
4	CONVERSE
5	SANLAM
6	V&A WATERFRONT
6	SUPERSPORT & SARUGBY
8	SHELFLIFE
9	KREEPY KRAULY
10	POWA
11	KFC
12	NEDBANK
13	MTN
14	RISCURA HOLDINGS
15	THE CONSTITUTION HILL TRUST
16	ARRIVE ALIVE
17	GREG TRUEN
18	KELLOGG'S
19	SALVATION ARMY
20	THESIS APPARELL

Ranking by Agency - Africa and the Middle East

Ranking	2021	2020	2019
1	JOE PUBLIC UNITED	JOE PUBLIC UNITED	JOE PUBLIC UNITED
2	TBWAHUNT LASCARIS SOUTH AFRICA	IMPACT BBDO DUBAI	OGILVY JOHANNESBURG
3	HAVAS MIDDLE EAST	THE ODD NUMBER	TBWAHUNT LASCARIS JOHANNESBURG
4	THE ODD NUMBER	FP7MCCANN DUBAI	TBWAIISTANBUL
5	KING JAMES GROUP	TBWAHUNT LASCARIS SOUTH AFRICA	IMPACT BBDO
6	TBWAIRAAD	FOXP2	M&C SAATCHI ABEL
7	PLATFORM CREATIVE AGENCY	MEMAC OGILVY DUBAI	KING JAMES GROUP
7	T+W	OGILVY JOHANNESBURG	FOXP2
9	MULLENLOWE MENA	KING JAMES GROUP	FCB JOBURG
10	RETROMRAL	SAATCHI & SAATCHI	TBWAIRAAD
11	OGILVY	OGILVY CAPE TOWN	GRID WORLDWIDE
12	SERVICEPLAN MEA	TBWAIRAAD	VML SA
13	DUKE ADVERTISING	HELLOFCB+	DAVID KRYNAUW
14	FP7 MCCANN DUBAI	PROMISE	OGILVY CAPE TOWN
15	GREY ADVERTISING / WPP TEAM LIQUID	JANE SAYS DESIGN	REGENCY GLOBAL
16	POLA MANELI	MAKEREIGN	J. WALTER THOMPSON KSA
17	VMLY&R SOUTH AFRICA	LEO BURNETT DUBAI	LEO BURNETT MEA
18	GREY NEW YORK	VMLY&R SOUTH AFRICA	HAVAS JOHANNESBURG
19	OXYGENE MARKETING COMMUNICATIONS	BLACK RIVER FC	MCCANN1886
20	M&C SAATCHI ABEL	WUNDERMAN THOMPSON DUBAI	DUKE ADVERTISING
21	MASSIF MEDIA	FCB JOBURG (PTY) LTD	SUNSHINE COLLECTIVE
22	HELLOFCB+	REGENCY GLOBAL	THE ODD NUMBER
23	MAKEREIGN	ZULZI	SHOWMAX
24	THE BRAVE GROUP	RAFINERI	LEO BURNETT ISRAEL
25	RIVERBED	ROCKETFUEL	MULLENLOWE MENA
26	M&C SAATCHI UAE	MAL	ACCENTURE INTERACTIVE
27	SHOWMAX	M&C SAATCHI ABEL	FUTURA
28	IMPACT BBDO BEIRUT	THE CLASSIC PARTNERSHIP	HOORAH DIGITAL CONSULTANCY
28	SUPERUNION AFRICA	4129GREY	HORIZON FCB DUBAI
30	GRID WORLDWIDE	OLD FRIENDS YOUNG TALENT	PARSONS BRANDING

Regional Agency Group

Ranking	2021	2020	2019
1	JOE PUBLIC UNITED	JOE PUBLIC UNITED	TBWA\
2	TBWA\	BBDO	OGILVY EMEA
3	KING JAMES GROUP	FP7MCCANN	JOE PUBLIC UNITED
4	MULLENLOWE	OGILVY EMEA	BBDO
5	OGILVY EMEA	TBWA\	FCB MEA
6	SERVICEPLAN MIDDLE EAST	DENTSU AFRICA	M&C SAATCHI
7	FP7 MCCANN MENAT	FCB MEA	KING JAMES GROUP
8	DUKE GROUP	KING JAMES GROUP	DENTSU GROUP
9	GREY AFRICA	PUBLICIS GROUPE AFRICA	VML
10	M&C SAATCHI	VML	LEO BURNETT
11	VMLY&R	WUNDERMAN THOMPSON	J. WALTER THOMPSON MEA
12	HAVAS	REGENCY GLOBAL	HAVAS
13	GREY NORTH AMERICA	M&C SAATCHI	MULLENLOWE
14	FCB MEA	GREY	GREY
15	THE BRAVE GROUP	MULLENLOWE	DDB

Ranking by Agency - South Africa

Ranking	2021	Ranking	2020	Ranking	2019
1	JOE PUBLIC UNITED	1	JOE PUBLIC UNITED	1	JOE PUBLIC UNITED
2	TBWAHUNT LASCARIS SOUTH AFRICA	2	THE ODD NUMBER	2	OGILVY JOHANNESBURG
3	THE ODD NUMBER	3	TBWAHUNT LASCARIS SOUTH AFRICA	3	TBWAHUNT LASCARIS JOHANNESBURG
4	KING JAMES GROUP	4	FOXP2	4	M&C SAATCHI ABEL
5	PLATFORM CREATIVE AGENCY	5	OGILVY JOHANNESBURG	5	KING JAMES GROUP
5	T+W	6	KING JAMES GROUP	6	FOXP2
7	RETROVIRAL	7	OGILVY CAPE TOWN	7	FCB JOBURG
8	OGILVY	8	HELLOFCB+	8	GRID WORLDWIDE
9	DUKE ADVERTISING	9	PROMISE	9	VML SA
10	GREY ADVERTISING / WPP TEAM LIQUID	10	JANE SAYS DESIGN	10	DAVID KRYNAUW
11	POLA MANELI	11	MAKEREIGN	11	OGILVY CAPE TOWN
12	VMLY&R SOUTH AFRICA	12	VMLY&R SOUTH AFRICA	12	REGENCY GLOBAL
13	M&C SAATCHI ABEL	13	BLACK RIVER FC	13	HAVAS JOHANNESBURG
14	MASSIF MEDIA	14	FCB JOBURG (PTY) LTD	14	MCCANN1886
15	HELLOFCB+	15	REGENCY GLOBAL	15	DUKE ADVERTISING
16	MAKEREIGN	15	ZULZI	16	SUNSHINE COLLECTIVE
17	THE BRAVE GROUP	17	SAATCHI & SAATCHI	17	THE ODD NUMBER
18	RIVERBED	18	ROCKETFUEL	18	SHOWMAX
19	SHOWMAX	19	MAL	19	ACCENTURE INTERACTIVE
20	SUPERUNION AFRICA	20	M&C SAATCHI ABEL	20	FUTURA
21	GRID WORLDWIDE	21	OLD FRIENDS YOUNG TALENT	21	HOORAH DIGITAL CONSULTANCY
22	JOE PUBLIC SHIFT	22	DRAFTLINE JHB	22	PARSONS BRANDING
23	MULTICHOICE	23	DUKE ADVERTISING	23	GTB
24	HKLM	24	GREY ADVERTISING / WPP TEAM LIQUID	24	MADE AGENCY
25	FCB DURBAN	25	WUNDERMAN THOMPSON SOUTH AFRICA	25	CARBON FILMS
26	DIGITAS LIQUORICE	26	INTREPID FOX	26	FCB DURBAN
26	IRON HEART	27	ABNORMAL	26	OPENFIELD MARKETING
26	PUBLICIS	28	NEDBANK TEAM DIGITAL	28	GREY JOHANNESBURG
26	VM DSGN X BUPI LA CREATIVE CONTENT	29	FAIRCHILD CREATIVE	29	PROMISE
27	HALO	30	DDB HAMBURG	30	SUNSHINEGUN

Ranking by Agency - excl. South Africa

Ranking	2021	Ranking	2020	Ranking	2019
1	HAVAS MIDDLE EAST	1	IMPACT BBDO DUBAI	1	TBWA\ISTANBUL

2	TBWAIRAD	2	FP7MCCANN DUBAI	2	IMPACT BBDO
3	MULLENLOWE MENA	3	MEMAC OGILVY DUBAI	3	TBWAIRAD
4	SERVICEPLAN MEA	4	TBWAIRAD	4	J. WALTER THOMPSON KSA
5	FP7 MCCANN DUBAI	5	SAATCHI & SAATCHI	5	LEO BURNETT MEA
6	GREY NEW YORK	6	LEO BURNETT DUBAI	6	LEO BURNETT ISRAEL
7	OXYGENE MARKETING COMMUNICATIONS	7	WUNDERMAN THOMPSON DUBAI	7	MULLENLOWE MENA
8	M&C SAATCHI UAE	8	RAFINERI	8	HORIZON FCB DUBA
9	IMPACT BBDO BEIRUT	9	THE CLASSIC PARTNERSHIP	9	J. WALTER THOMPSON CAIRO
10	CIRCUS!	10	4129GREY	10	SQUAD DIGITAL LTD
11	NOAH'S ARK COMMUNICATIONS	11	SCIENCE & SUNSHINE	11	RAPP MIDDLE EAST & AFRICA
12	TESSERA COMMUNICATIONS	12	SERVICEPLAN MEA	12	OGILVY AFRICA
13	FP7 MCCANN CAIRO	13	MCCANN HEALTH DUBAI	13	SCANAD KENYA
14	BETIKA	14	GEOMETRY MENA	14	ISOBAR KENYA
15	DENTSU KENYA	15	FP7MCCANN BEIRUT	15	ADVANTAGE Y&R
16	HAVAS TURKEY	16	MULLENLOWE MENA FZ LLC	15	LANDOR
16	HORIZON FCB DUBAI	17	ISOBAR KENYA	15	NOAH'S ARK COMMUNICATIONS
18	FP7 MCCANN DOHA	18	7EVEN INTERACTIVE LIMITED	19	X3M IDEAS
19	CHEIL MEA	18	CREATE MOZAMBIQUE	19	BBDO KENYA
19	TBWA UGANDA	18	IMPACT BBDO BEIRUT	19	EXPRESS DDB KENYA

Ranking by Agency - MENA

2021	
1	HAVAS MIDDLE EAST
2	TBWAIRAD
3	MULLENLOWE MENA
4	SERVICEPLAN MEA
5	FP7 MCCANN DUBAI
6	M&C SAATCHI UAE
7	IMPACT BBDO BEIRUT
8	FP7 MCCANN CAIRO
9	HORIZON FCB DUBAI
10	FP7 MCCANN DOHA

Ranking by Agency - Sub-Saharan Africa

2021	
1	JOE PUBLIC UNITED
2	TBWA HUNT LASCARIS SOUTH AFRICA
3	THE ODD NUMBER
4	KING JAMES GROUP
5	PLATFORM CREATIVE AGENCY
5	T+W
7	RETROMIRAL
8	OGILVY
9	DUKE ADVERTISING
10	GREY ADVERTISING / WPP TEAM LIQUID

Ranking by Agency Size- Large

Ranking	2021	2020	2019
1	JOE PUBLIC UNITED	JOE PUBLIC UNITED	JOE PUBLIC UNITED
2	TBWA HUNT LASCARIS SOUTH AFRICA	IMPACT BBDO DUBAI	OGILVY JOHANNESBURG
3	HAVAS MIDDLE EAST	FP7MCCANN DUBAI	TBWA HUNT LASCARIS JOHANNESBURG
4	KING JAMES GROUP	TBWA HUNT LASCARIS SOUTH AFRICA	TBWA ISTANBUL
5	TBWAIRAD	OGILVY JOHANNESBURG	IMPACT BBDO
6	OGILVY	OGILVY CAPE TOWN	M&C SAATCHI ABEL
7	FP7 MCCANN DUBAI	KING JAMES GROUP	KING JAMES GROUP

8	VMLY&R SOUTH AFRICA	TBWAIRAAD	FCB JOBURG
9	GREY NEW YORK	HELLOFCB+	TBWAIRAAD
10	M&C SAATCHI ABEL	MEMAC OGILVY DUBAI	VML SA

Ranking by Agency Size - Medium (25-84 employees)

Ranking	2021	2020	2019
1	THE ODD NUMBER	FOXP2	FOXP2
2	MULLENLOWE MENA	SAATCHI & SAATCHI	GRID WORLDWIDE
3	SERVICEPLAN MEA	PROMISE	DAMD KRYNAUW
4	DUKE ADVERTISING	LEO BURNETT DUBAI	LEO BURNETT MEA
5	GREY ADVERTISING / WPP TEAM LIQUID	BLACK RIVER FC	HAVAS JOHANNESBURG
6	OXYGENE MARKETING COMMUNICATIONS	MAL	LEO BURNETT ISRAEL
7	HELLOFCB+	THE CLASSIC PARTNERSHIP	MULLENLOWE MENA
8	RIVERBED	OLD FRIENDS YOUNG TALENT	ACCENTURE INTERACTIVE
9	M&C SAATCHI UAE	GREY ADVERTISING / WPP TEAM LIQUID	HOORAH DIGITAL CONSULTANCY
10	GRID WORLDWIDE	M&C SAATCHI ABEL	HORIZON FCB DUBAI

Ranking by Agency Size - Small (1-24 employees)

Ranking	2021	2020	2019
1	PLATFORM CREATIVE AGENCY	THE ODD NUMBER	REGENCY GLOBAL
1	T+W	JANE SAYS DESIGN	DUKE ADVERTISING
3	RETOMIRAL	MAKEREIGN	SUNSHINE COLLECTIVE
4	POLA MANELI	JOE PUBLIC SHIFT	THE ODD NUMBER
5	MASSIF MEDIA	REGENCY GLOBAL	FUTURA
6	MAKEREIGN	ROCKETFUEL	PARSONS BRANDING
7	SUPERUNION AFRICA	DUKE ADVERTISING	MADE AGENCY
8	JOE PUBLIC SHIFT	INTREPID FOX	CARBON FILMS
9	TESSERA COMMUNICATIONS	ABNORMAL	FCB DURBAN
10	HKLM	SCIENCE & SUNSHINE	AFRI MODERN

Top Educational Institutions

Ranking	2021	2020	2019
1	THE OPEN WINDOW	UNIVERSITY OF PRETORIA	VEGA
2	THE ANIMATION SCHOOL	IIE-VEGA	NORTH-WEST UNIVERSITY
3	IIE-VEGA	STELLENBOSCH ACADEMY OF	THE OPEN WINDOW
4	AFDA	RED & YELLOW CREATIVE SCHOOL OF BUSINESS	STELLENBOSCH ACADEMY OF
5	STELLENBOSCH ACADEMY OF DESIGN AND PHOTOGRAPHY	UNIVERSITY OF JOHANNESBURG	AAA SCHOOL OF ADVERTISING
6	UNIVERSITY OF JOHANNESBURG	THE OPEN WINDOW	UNIVERSITY OF JOHANNESBURG
7	UNIVERSITY OF PRETORIA	AAA SCHOOL OF ADVERTISING	NELSON MANDELA UNIVERSITY
8	NORTH-WEST UNIVERSITY	NORTH-WEST UNIVERSITY	AFDA
9	AAA SCHOOL OF ADVERTISING	CREATIVE ACADEMY CAPE TOWN	RED & YELLOW CREATIVE SCHOOL OF BUSINESS
10	CREATIVE ACADEMY CAPE TOWN	NELSON MANDELA UNIVERSITY	GREENSIDE DESIGN CENTER and O2 ACADEMY LAGOS

The full 2021 Loeries Official Rankings for the following categories are available for [download](#).

- Design
- Digital
- Overall Production Company
- Production Company – Film
- Editing Company – Film

- Post Production – Film
- Recording Studio – Film
- Animation Company – Film
- Digital Agency/Production Company
- Radio – Recording Studio
- Brand – CMO / Marketing Director
- Brand – Marketing Manager
- Brand – Brand Manager
- Brand – Assistant Brand Manager
- Chief Creative Officer
- Executive Creative Director
- Creative Director
- Agency Art Director
- Writer
- Film Director
- Cinematographer
- Editor
- Producer
- Animator
- Art Director / Stylist
- Designer
- Illustrator
- Information Architect / UX Designer
- Sound Designer
- Music Composer
- Music Supervisor
- Photographer
- Programmer / Software Developer
- Strategist
- Agency Managing Director
- Account Management
- Student
- Lecturer

For more:

- Official site: www.loeries.com, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

For more, visit: <https://www.bizcommunity.com>