

# UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion

By [Danette Breitenbach](#)

20 Jun 2023

The first Cannes Lions winners have been announced with the UAE's Impact BBDO receiving a Grand Prix, SA's Ogilvy awarded the country and the continent's first Gold Lion, and Nigeria winning its first Lion.



Source: @ Clio Awards [Clio Awards](#) A Grand Prix has been awarded to Newspapers, Inside the Newspaper Edition, for Annahar Newspaper, by Impact BBDO, Dubai AE

The Dubai-based Impact BBDO was awarded a Grand Prix in the category Print & publishing: Local brand for the campaign Newspapers, Inside the Newspaper Edition, for Annahar Newspaper.

SA's Ogilvy won its Gold Lion in the Outdoor: Corporate purpose & social responsibility category for Bread of the Nation for AB InBev SA, Castle Lager.

Nigeria's X3M Ideas agency won a Bronze Lion for [\*The Soot Life Expectancy\*](#) for its client the Extra Step Initiative in the Health & wellness: Health: Non-profit / Foundation-led education & awareness category.

The continent has four Lions, two awarded to Ogilvy (SA), one to Promise(SA) and one to X3M Ideas (Nigeria), while the UAE has accumulated six Lions, including the Grand Prix.

The UAE's FP7 McCann has won three Lions, two for *The Heinzjack* campaign for Heinz.

## Cannes 2023 winners

|                           |                                                   |             |                                                                                                        |
|---------------------------|---------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------|
| Outdoor                   | Live advertising and events                       | Silver Lion | The Heinzjack, Heinz, Heinz ketchup, FP7 McCANN, Dubai UAE                                             |
|                           | Ambient outdoor                                   | Bronze Lion | The Blind Spot, Volkswagen SA, Volkswagen Service, Ogilvy, Cape Town SA                                |
|                           | Ambient outdoor                                   | Bronze Lion | The Heinzjack, Heinz, Heinz ketchup, FP7 McCann, Dubai UAE                                             |
|                           | Corporate purpose & social responsibility         | Gold Lion   | Bread of the Nation, AB InBev SA, Castle Lager, Ogilvy, Cape Town SA                                   |
| Print & publishing        | Local brand                                       | Grand Prix  | Newspapers, Isidsie the Newspaper Edition, Annahar Newspaper, Annahar Newspaper, Impact BBDO, Dubai AE |
|                           | Single market campaign                            | Bronze Lion | Plan (A) AfriSam , Blackstudio, AfriSam Cement, Promise, Johannesburg SA                               |
| Radio & audio             | Retail                                            | Bronze Lion | Frequencies of Peace, Baby Shop, Baby Shop, FP7 McCann, Dubai UAE                                      |
| Health: Health & wellness | OTC products / devices                            | Silver Lion | Sole Music, Sole Music, _ And Us, Dubai UAE                                                            |
|                           | Non-profit / Foundation-led education & awareness | Bronze Lion | The Soot Life Expectancy, the Extra Step Initiative, Public Health X3M Ideas, Lagos Nigeria            |

|  |                        |             |                                                                            |
|--|------------------------|-------------|----------------------------------------------------------------------------|
|  | Fundraising & advocacy | Bronze Lion | Empty Plates, UAE Government Media Office, Saatchi & Saatchi ME, Dubai UAE |
|--|------------------------|-------------|----------------------------------------------------------------------------|



# #Cannes2023: Africa and the Middle East agencies in Cannes shortlists

Danette Breitenbach 19 Jun 2023



## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from VMts.

- First of its kind MACC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024
- Sabre EMEA 2024 Awards: Razor PR, Retroviral top SA agencies - 18 Apr 2024
- McKinsey restructures, 3% of workforce to go - 15 Apr 2024
- SpendTrend 2024: Resilient South Africans adapt to challenging economic conditions - 9 Apr 2024

View my profile and articles...

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