

# Pete Khoury of TBWA/Hunt/Lascaris on SA's uplifting Cannes Radio wins

 By Ann Nurock 25 Jun 2015

Last night was a big one for South African ad agencies with our first 2015 Gold Lions awarded in the Radio category. Pete Khoury, Chief Creative Officer of TBWA/Hunt/Lascaris, tells us what the win means for SA creatives...

TBWA/Hunt/Lascaris Johannesburg walked away with Gold Lions campaigns for Tiger Brands Doom Insecticide's 'Lance Bedbug', 'The O'Flannegan Cockroaches', and 'Cheryl the Fishmoth' spots, as well as Silver Lion campaigns for Flight Centre's 'Music Fest' and 'Beer Fest'. Our media correspondent on the ground, Ann Nurock, interviewed Khoury live at the award show at the Palais...

**Nurock: What an amazing achievement, congratulations!**



Pete Khoury

**Khoury:** Thank you so much, my teams were hard at work for the last couple of months, the main guys behind it were our Executive Creative Director Brent Singer and Creative Director Jenny Glover, they did a fantastic job and represented us as an agency and South Africa in general. We weren't having the best year up until tonight, so I'm glad we pulled through with a few Golds and a few Silvers as well.

**Nurock: Yes, I think everybody was pretty depressed until today, and between you and Ogilvy, who also won Gold tonight, you really raised the bar.**

**Khoury:** It's definitely one of the worst performing years South Africa's had at Cannes for the past ten years we haven't done this badly, so it's good to get above our bombs, I thought we were going to bomb it out until the end! So yeah, it was great to get above that.

**Nurock: And Jenny Glover has got to be probably the best radio writer in the world.**

**Khoury:** Her track record speaks for itself. Every year she delivers something that's exceptional, Her and Brent work so well together; they're like yin and yang and every year it's up there with a Gold or a Grand Prix, and not just in one award show it's in multiple award shows all around the world. I'm really happy to have them as part of my team, our team at TBWA/Hunt/Lascaris, hopefully we can keep them there for a long time and they can keep doing what they do.

**Nurock: Absolutely. Congratulations again and thank you so much, Pete!**

[Click here](#) to listen to TBWA/Hunt/Lascaris' 'Lance the Bedbug', and [click here](#) for the full list of 2015 Cannes Lions Radio winners.

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## ABOUT ANN NUROCK

Ann is a Partner at Relationship Audits and Management, a global consultancy that measures and optimises client /agency relationships. Her proprietary Radar tool is used by 30 corporates globally and as a result, she interacts with over 200 agencies of all disciplines. In addition to Radar, Ann attends the Cannes Lion Festival of Creativity on behalf of the SA Creative Circle and Bizcommunity and presents the trends to all sectors of business. Contact details: [Ann.nurock@relationshipaudits.com](mailto:Ann.nurock@relationshipaudits.com); LinkedIn: <https://www.linkedin.com/in/annnurock>

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