

Top ranking agencies and brands by number of shortlisted entries

All the finalists have been announced for the 2019 Loeries Awards and we rank the top agencies and brands by the number of shortlisted entries.



Image credit: Loeries.

Finalists by Agency / Entrant

Joe Public leads the pack with an impressive 82 shortlisted entries and short on its heels is TBWA\Hunt Lascaris Johannesburg with 68. The top 5 agencies ranked are:

1. Joe Public - 82 entries
2. TBWA\Hunt Lascaris Johannesburg - 68 entries
3. Ogilvy Johannesburg - 44 entries
4. Impact BBDO - 42 entries
5. King James Group - 40 entries

Agency / Entrant	Count
02 academy Lagos	5
307	9
7 Films	4
AAA School of Advertising	22
Abnormal	4
Accenture	4
Advantage Y&R	2
AFDA	3
Afri Modern	4
and	1
Ashlee Lloyd Design Studio	1
Audio Militia & Joe Public	1
BABYLONSTOREN	1
Bain & Bunkell	1
BBDO KENYA	1
Bioscope Films	2

Bittersuite	2
Black Africa Brand Counselling	3
Black River FC	5
BlackGinger Studio	1
Bomb Commercials	1
Bonisa Collection	5
BRANDTRUTH//DGTL	2
Brave Group	3
BurntOnion and Castle Lite Brand Team	1
Capacity Relations	1
Carat	1
Carbon Films	3
Chocolate Tribe & Joe Public	1
Collective ID	1
CWDi	1
Dalmatian Advertising	1
DARLING FILMS (PTY) LTD	7
David Krynauw (Pty) Ltd	1
DDB	8
dhk Architects	2
Digitas Liquorice	10
Discovery	1
DNA Brand Architects	1
Duke Advertising (Pty) Ltd	4
Eclipse Public Relations & King James	1
Egg Films/Joe Public United	4
Express DDB Kenya Limited	1
FCB Africa	2
FCB Durban	1
FCB Joburg (Pty) Ltd	38
Feral Child Studio	2
Fortcom Pty Ltd T/A FORT	2
FoxP2 Advertising	23
Futura	1
Giant Films	9
Glen 21 and Castle Lite Brand Team	1
Gorilla	2
Greenside Design Center College of Design	5
Grey Advertising Africa (Pty) Ltd	4
Grid Worldwide	24
GTB	3
Haas Advertising, SUNSHINE Agency	2
Hanzo Films FZE	8
Havas Johannesburg	4
Havas Worldwide ME	1
Hellocomputer	2
Hitchcock Michalski	1
Hoorah Digital Consultancy	2
Horizon FCB Dubai	3
Howard Audio & Joe Public	5
Iconic	1
Impact BBDO	42
Isobar Kenya	4
J Walter Thompson JHB	4
J. Walter Thompson Cairo	3
J. Walter Thompson KSA	10
Jack Singer	1
Joe Public	82
Joe Public / Plank Film Productions	1

Joe Public / Produce Sound	2
Joe Public Connect	10
Joe Public Shift	6
Joe Public United	4
K's Galleries	1
King James Group	40
King James Group Cape Town	3
Landor	2
Leo Burnett	5
Lulasclan	3
Luma Animation	3
M-KOPA	1
M&C Saatchi Abel	21
MADE Agency	3
McCann1886	15
Modern Gesture	1
Mr Price [MRP]	2
MullenLowe Istanbul	1
MullenLowe MENA	8
MultiChoice Africa	1
Mutant	2
Nedbank	1
Nelson Mandela University	1
Net#work BBDO	2
Noah's Ark Communications Limited	2
NORTH VCA	2
North-West University	16
Ogilvy Africa	1
Ogilvy Cape Town	20
Ogilvy Johannesburg	44
Openfield Marketing Johannesburg (Pty) Ltd	1
Paragon Group	1
Parsons Branding	3
Patriot Films	6
Plank Film Productions	2
Plank Film Productions / Joe Public	3
PlusNarrative	3
Post Modern	1
Produce Sound	3
Promise	10
Publicis	2
Rapp	2
Red & Yellow Creative School of Business	7
Regency Foundation Networkx	1
Retroviral	1
Romance & Joe Public	9
Scanad JWT	1
Scanad kenya	4
Seriti Studios PTY LTD T/A Seriti Films	1
Showmax	3
Six Fingaz Media & 34°	1
Slee & Co. Architects (Pty) Ltd	1
Squad Digital	1
Stellenbosch Academy	1
Stellenbosch Academy of Design and Photography	32
Strangelove Studios	2
Sunshine	1
Sunshinegun	4
Superunion (Pty) LTD	1

Switch	2
TBWA REKLAM HİZMETLERİ A.Ş.	12
TBWA\Hunt Lascaris Durban	4
TBWA\Hunt Lascaris Johannesburg	68
TBWA\RAAD	23
The human.kind Group & FoxP2	1
The Jupiter Drawing Room, Cape Town	2
The Odd Number	9
The Open Window	25
The Riverbed	1
The Star Film Company	1
The Upstairs Ludus	1
They Shoot Films & Joe Public	3
TigerFight (Pty) Ltd	1
Trace	1
Traffic Digital	1
Triple D Design	1
Tsai Design Studio	1
University of Johannesburg	4
Upstairs Post Production	1
Vega	23
VML South Africa (Pty) Ltd	28
Wicked Pixels	2
Woolworths VM	1
Wunderman South Africa	3
X3M Marketing Ideas Limited	2
Xfacta	2
Yoco & Bioscope Films	1
Yonder Media	1

Finalists by brand

Chicken Licken has the most entries shortlisted at 71 and MTN is ranked second with 38 entries. The top-ranked brands by shortlisted entries announced are:

1. Chicken Licken - 71 entries
2. MTN - 38 entries
3. Sanlam - 35 entries
4. City Lodge Hotel Group - 27 entries
5. Nando's - 24 entries

Brand	Count
Chicken Licken	71
MTN	38
Sanlam	35
City Lodge Hotel Group	27
Nando's	24
Coca-Cola	21
28 Too Many	20
AB inBev	17
Edgars	17
Saint	16
Unilever	16
Assupol	15
People Opposing Women Abuse (POWA)	15
KFC	13
Toyota	13

Tiger Brands	12
Cell C	11
South African Breweries	11
Nissan	10
Philips & The Nelson Mandela Foundation	10
Saudi Telecom Company	10
BBL Security Products	8
Commission for Gender Equality	8
National Geographic	8
Netflix	8
DSTV	7
Investec	7
Twix	7
Adidas	6
Boerenmeisjies	6
Cancer Dojo	6
Jet	6
Okavango Diamond Company	6
Standard Chartered Bank	6
Waste Management Coalition	6
Bonisa Collection	5
Brand South Africa	5
Connect	5
Diageo	5
Infiniti	5
Kwa Mailos	5
Mondelez	5
N.A	5
OLX	5
Samsonite	5
Ster-Kinekor	5
Afri Modern	4
BBC South Africa	4
Berger Paints	4
Dulux	4
Enova Industries	4
GLO	4
HeForShe	4
HeyLu	4
KIFFKAK	4
Nedbank	4
TOPS at SPAR	4
Vodacom	4
Volkswagen	4
Vote for a better SA	4
Absa	3
AFDA The School of the Creative Economy	3
Afrihost	3
ATKV	3
AVBOB	3
Cipla	3
Cliff Central	3
Craft Homes	3
Datsun South Africa	3
Emirates NBD	3
Ford	3
IKEA	3
IndieFin	3
KFS	3

Kulula	3
LAND ROVER	3
Lekker Vegan	3
Maglite	3
Old Mutual	3
Pick n Pay	3
Procter & Gamble	3
Rediscover Dairy	3
Samsung	3
Showmax	3
Siemens	3
Standard Bank	3
The Little Green Beverage Company	3
Turkcell	3
Woolworths	3

*Only brands with 3 or more finalists are shown

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