

# 2017 FM AdFocus Award finalists revealed!

The 2017 Financial Mail AdFocus Awards finalists have been revealed, with 21 agencies making the cut across six agency categories and a further eight finalists from two media agency categories so far.



The awards, which originated in 1990, recognise agencies and individuals not just for their creative and marketing skills, but for their all-round business acumen.

<b>LARGE AGENCY</b>
TBWA
Ogilvy & Mather Johannesburg
FCB Johannesburg
Joe Public
Native VML
<b>MEDIUM AGENCY</b>
Promise
King James Cape Town
OFYT Marketing and Communication
Avatar
<b>SMALL AGENCY</b>
The Odd Number
FoxP2 Johannesburg
<b>PUBLIC RELATIONS AGENCY</b>
Clockwork Media
Edelman
<b>DIGITAL AGENCY</b>
Hello Computer
Connect Joe Public
Ogilvy
<b>SPECIALISED AGENCY</b>
Levergy
Shift Joe Public
Grid Worldwide

TLC Marketing
Demographica

This year, media agencies competed in two categories, namely network agencies and independent agencies:

NETWORK MEDIA AGENCY
Carat
The Media Shop
OMD
PHD Media
INDEPENDENT MEDIA AGENCY
Connect (M&C Saatchi Abel)
Mediology
TMI Media
Alphabet Soup

All other categories will only be announced at the event, which takes place on 22 November.

**Special awards** to be presented will include the following:

- African Effectiveness Award
- Transformation Award
- Partnership of the Year
- Lifetime Achievement Award
- Industry Leader of the Year
- Student of the Year
- New Broom Award, for groundbreaking individuals or small agencies

See last year's winners below!



All the 2016 FM AdFocus Award winners!  
23 Nov 2016



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