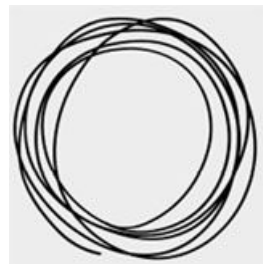


# Creative Circle releases updated 2017 interim rankings

Issued by [Loeries](#)

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The [Creative Circle](#), which promotes creativity in advertising and brand communication in South Africa, has released its updated interim rankings for 2017. This release adds the results from the Loeries, to those from Cannes, D&AD, and the One Show.



The only outstanding results for 2017 are the Annual Creative Circle Awards, which will be announced in early 2018.

Xolisa Dyeshana, Creative Circle Chairperson & Chief Creative Officer at Joe Public, said that the rankings are important because they give recognition to local agencies for well-crafted work and also drive some healthy competition across the industry.

“The Creative Circle Rankings is the only table that benchmarks the performance of South African agencies across local and international awards, and this gives us a unique overview of the industry,” says Dyeshana.

The Creative Circle represents South African advertising agencies, and only Creative Circle members are included in the rankings.

All the ranked agencies and agency groups are listed in the tables below.

## **Creative Circle – Interim Rankings 2017 – Individual Agencies**

Rank	Agency
1.	Ogilvy Johannesburg
2.	Hunt Lascaris Johannesburg
3.	Native VML
4.	Y&R South Africa
5.	FoxP2
6.	Openco
7.	FCB Johannesburg
8.	Ogilvy Cape Town
9.	Grid
10.	DDB
10.	FCB Cape Town
12.	Net#work BBDO
13.	King James
13.	Mullen Lowe
15.	Geometry Global
15.	Grey Africa
15.	Joe Public United
18.	Publicis Machine Cape Town

## **Creative Circle - Interim Rankings 2017 - Agency Groups**

Category	Agency Group
1.	Ogilvy
2.	TBWA\
3.	Native VML
4.	FCB Africa
5.	Y&R
6.	FoxP2
7.	DDB
8.	BBDO
9.	King James Group
9.	Mullen Lowe
11.	Grey
11.	Joe Public Group
13.	Publicis

These ***interim*** tables include 2017 results from Cannes, D&AD, One Show and Loeries.

Results CC Award of the Year still outstanding for the year.

### **How the Creative Circle Rankings are calculated**

The Creative Circle uses a “Formula One” points style system. The Top 10 in each endorsed show are given weighted points, depending where they came in the show, as follows:

1st place: 25 points

2nd: 18

3rd: 15

4th: 12

5th: 10

6th: 8

7th: 6

8th: 4

9th: 2

10th: 1

Wherever there is a tie, both agencies get the same, and the next in line is skipped, e.g. If there is a tie for 3rd place, each agency gets 15 points and the next agency is 5th, not 4th.

This allows for a fair measure across different shows: The agency that comes first at Cannes gets 25 points, and the agency that comes first at Award of the Year gets 25 points.

In order to determine the ranking for each show, where the CC does not get provided a ranking from the show, the CC calculates the ranking using the Cannes point assignments as follows:

#### Cannes

Grand Prix = 10 points

Gold = 7 points

Silver = 5 points

Bronze = 3 points  
Shortlist = 1 point

#### One Show

Best of Show = 10 points  
Gold = 7 points  
Silver = 5 points  
Bronze = 3 points  
Merit (in annual) = 1 point

#### D&AD

Black Pencil = 10 points  
Yellow Pencil = 7 points  
Graphite Pencil = 5 points  
Wood Pencil = 3 points  
Merit (if applicable)

#### Ad of The Year

First place = 7 points  
Second place = 5 points  
Third place = 3 points

More information on the Creative Circle can be found at [www.creativecircle.co.za](http://www.creativecircle.co.za) and you can contact us on [info@creativecircle.co.za](mailto:info@creativecircle.co.za).

#### **About the Creative Circle**

The [Creative Circle](http://www.creativecircle.co.za) is a non-profit organisation dedicated to promoting creativity as a business resource and maintaining high levels of creativity in the South African advertising industry.

Its purpose is to inspire the transformation of product, people and perception through the power of creativity.

The Creative Circle promotes creativity as a business resource, endeavours to raise and maintain high standards of creativity in advertising and provides input into official industry bodies ACA and ASA. The Creative Circle decides on which international and local advertising awards are formally endorsed (currently Creative Circle Monthly Awards, Creative Circle Annual Awards, Cannes, D&AD, One Show and the Loeries). It also nominates judges for awards to ensure fair and unbiased judging and maintain standards and, where appropriate, supports the education of creative talent.

Members are eligible for valuable benefits.

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