

# Carl Willoughby named chairperson of Creative Circle



By [Karabo Ledwaba](#)

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The Creative Circle has named TBWA\Hunt Lascaris' Carl Willoughby as the new chairperson with Ogilvy's Kabelo Moshapalo as his deputy. This was announced at the Creative Circle's Best of 2023 Awards on Thursday night in Johannesburg.



Carl Willoughby is the new Creative Circle chairperson. Source: Supplied.

The top agencies comprised of Ogilvy South Africa in first place, Promise Agency in second place and FCB Africa in third place.

To get to the overall agency and group rankings of the year, all the awards that each agency has won across the One Show, D&AD, Cannes, Loeries and the CC Best of 2023 award shows are added up.

### **Best of 2023 Mza'taal:**

1. Boomtown for a million girls foundation
2. Joe Public United for SAB
3. TBWA\ Hunt Lascaris for Nissan South Africa

### **Best of 2023 Integrated:**

1. Promise for PPS
2. TBWA\ Hunt Lascaris for The Riky Rick Foundation
3. Joe Public United for Chicken Licken.

### **Best of 2023 PR & Media:**

1. TBWA\ Hunt Lascaris for Riky Rick Foundation
2. Ogilvy South Africa for AB InBev
3. TBWA\ Hunt Lascaris for MTN

### **Best of 2023 Film:**

1. Joe Public United for Chicken Licken
2. Joe Public United for Chicken Licken
3. Halo for Capital Legacy

### **Best of 2023 Radio and Audio:**

1. Boomtown for A Million Girls Foundation
2. TBWA\ Hunt Lascaris for Riky Rick Foundation
3. The Odd Number for Budget Insurance

## Best of 2023 Digital:

1. TBWA\ Hunt Lascaris for Riky Rick Foundation
2. Promise for PPS
3. Dentsu Creative JHB for ABInBev

## Best of 2023 OOH:

1. Ogilvy South Africa for Volkswagen
2. TBWA\Hunt Lascaris for McDonalds SA and Nissan SA
3. The Hardy Boys (VML) & Retroviral for Stork.

## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMug, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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