

Ogilvy & Mather Johannesburg and KFC bring home D&AD Yellow Pencil

Issued by [Ogilvy South Africa](#)

23 May 2016

The agency brings home one of the few Yellow Pencils awarded and four Wood Pencils, making it the top performing SA agency at the awards this year

Ogilvy & Mather (O&M) South Africa, the integrated agency for the digital age, continued its ongoing success at the D&AD Awards, clinching five coveted Pencils at the ceremony held in London.

Most prominent was the awarding of a Yellow Pencil to O&M Johannesburg, taking home one of the 61 awarded globally this year. The Yellow Pencil, which is reserved for only the most outstanding work that achieves true creative excellence, went to KFC's radio campaign, *Man Meals*.

Man Meals features the voices of men from all walks of manhood who find affirmation that they can still be manly, despite appreciating the things that are perhaps not traditionally manly. KFC takes on the role of a reaffirmer, almost like a radio talk show psychologist, comforting and encouraging them, and letting them know that they are still men.

Commenting on the win, Mike Middleton, Chief Marketing Officer of KFC Africa, said, "The strength in the partnership between KFC and Ogilvy has led to this amazing creative work and we are proud that it has been recognised globally."

Mariana O'Kelly, Executive Creative Director of O&M Johannesburg, added, "I am overwhelmed with gratitude. A huge thanks to our teams and to KFC for their collaboration and belief in the brave ideas."

The Johannesburg office also walked away with four Wood Pencils for radio work on Lucozade Energy Drink. Based on points and combined with the points of the Yellow Pencil, O&M is ranked the top performing South African agency at the awards this year.

Pete Case, CCO of O&M South Africa, concluded, "These awards are a tangible expression of Ogilvy's directive and commitment towards delivering captivating, relevant work that fortifies our clients' brands. We congratulate both KFC and Lucozade, as well as our Johannesburg teams for this outstanding achievement."

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