

## DDB LAGOS COMES TOPS AT LAIF, DOMINATES THE CONTINENT

### Wins 31 Awards at LAIF Awards 2014, 5 Awards at the African Cristal Awards

Nigeria's most globally awarded Agency, DDB Lagos of the CASERS Group, celebrated more wins at the 2014 Lagos Ideas and Advertising Festival (LAIF) which took place at the Civic Center, Victoria Island, Lagos on the 30<sup>th</sup> of November, hauling away 31 awards including the prestigious and most sought after Grand Prix award. DDB Lagos also carted home 5 awards in 3 different categories during the African Cristal Awards held in Morocco this year. These stellar performances both locally and internationally continue to reinforce DDB Lagos' reputation as Nigeria's leading agency.

The LAIF Grand Prix was awarded to DDB for the MTN *Saka* Ports Campaign of last year. Many will remember this particular campaign due to the unprecedented talk value it generated when it was launched. Never had such a thing been done in the Nigerian advertising realm where a renowned celebrity, who earned his popularity by featuring in various advertising campaigns for a rival network, ported to MTN. Newspapers and the social media instantly put out stories and speculations about how the campaign was conceived and executed. It was simple, yet ingenious, and had all the elements DDB Lagos is famous for when it comes to creative communication solutions – simplicity, surprise and a smile.

For a little background, the Grand Prix historically is awarded to the '*best of the best overall*' and is the most respected award amongst professional advertising bodies. To win a Grand Prix, a piece of work must have been judged to have advanced the frontiers in its category. Gold winners in any given category automatically qualify and on the rare occasion where one meets such standards, a Grand Prix is awarded.

Other than the prestigious Grand Prix win, DDB Lagos proudly walked away with 7 Gold, 12 Silver and 12 Bronze awards all in different categories ranging from *Best use of New Media online, Press, Outdoor, Best use of Original Photography, Best use of Music, Best use of Photo illustration* and the list goes on, making DDB Lagos the most awarded Agency for 2014. For the detailed list of LAIF awards, see addendum below.

The African Cristal Awards show in Morocco was no less eventful as DDB Lagos made the roll call as the 8<sup>th</sup> ranked agency in all of Africa, proving once again that the agency's brand of creativity is of international standards. This is not the agency's first win at the international event as just last year DDB Lagos won laurels at the maiden edition of The African Cristal, picking up Sapphire and Emerald Awards for their work on Girl Hub and Durex, respectively. This year, 'MTN *Saka* Ports' and 'Mouka Active Rest' campaigns brought the wins home.

Over the last 13 years, the Cristal Festival has set standards for creative excellence in Europe and the Middle East. The African Cristal stands as the first “Summit for Media & Communications” dedicated to the continent, celebrating African creativity in advertising and media through a regional award with international recognition. This event aims to bring together the entire media & communication industry to network and to promote regional culture through dedicated competitions, conferences and debates.

For 2014, DDB proudly celebrates the following African Cristal Awards:

African Cristal (Best use of Branded Content) – MTN Saka Ports – 1 Sapphire (Silver Equivalent)

African Cristal Press – Mouka Active Rest – 2 Emerald (Bronze Equivalent)

African Cristal OOH – Mouka Active Rest – 2 Emerald (Bronze Equivalent)

These wins continue to strengthen DDB Lagos’ reputation as Nigeria’s most awarded agency as the list of accolades continue to grow with recognition from the Marketing World Awards, and the Nigerian Telecom Awards where the agency won multiple awards in various categories and industries including *Best Creative Agency of the Year* and *Best Telecom Advertising Agency of the Year for 2013*.

DDB’s wins at International and local level with consecutive wins at not only the African Cristals and LAIF but also the Loeries and the Epica International Awards further proves that Nigeria’s foremost advertising agency for the last 26 years continues to demonstrate its drive to push creative excellence to the next level both locally and internationally.

DDB Lagos, was founded by the visionary Enyi Odigbo, the Chairman of Casers Group and a former President of AAAN . The Agency is currently steered by Ikechi Odigbo, who has a mandate to transform DDB into the biggest and best builder of brands in Africa.

#### **AFRICAN CRISTAL AWARDS**

<b>AWARD</b>	<b>CATEGORY</b>	<b>ADVERT</b>
<b>1</b>	<b>African Cristal 1 Sapphire (Silver Equivalent)</b>	<b>Media (Best use of Branded Content)</b>
<b>2</b>	<b>African Cristal 2 Emerald (Bronze Equivalent)</b>	<b>Press</b>
<b>3</b>	<b>African Cristal 2 Emerald (Bronze Equivalent)</b>	<b>OOH</b>

	Equivalent)		
--	-------------	--	--

**LAGOS IDEAS AND ADVERTISING FESTIVAL (LAIF)**

	<b>AWARD</b>	<b>CATEGORY</b>	<b>ADVERT</b>
1	Grand Prix	TVC (Grand Prix)	MTN Saka Port
2	Gold	Best use of New Media Online	MTN Ludo
3	Gold	TVC (PPSC)	MTN Can You Hear
4	Gold	Press (Food & Consumables)	Royco Real Beef
5	Gold	Outdoor (Miscellaneous)	Mouka Barber
6	Gold	Press (Miscellaneous)	Mouka Singer
7	Gold	Radio (Telecom)	MTN I Don Port Jingle
8	Gold	TVC (Telecom Services)	MTN (Saka Port)
9	Silver	Best use of Original Photography	Mouka Singer
10	Silver	Best use of Music	MTN Saka Ports
11	Silver	Best use of Photo Illustration	MTN Arsenal vs MAN U
12	Silver	Press (Miscellaneous)	Mouka Don't Sleep
13	Silver	Press (Banking & Investment)	Sovereign Trust 'If it is precious'
14	Silver	Press (Foods & Consumables)	Royco Horns
15	Silver	Outdoor (Corporate Image)	Mouka Barber
16	Silver	TVC (Corporate Image)	MTN Can You Hear
17	Silver	Press (Telcomms Services)	MTN The Other Steve
18	Silver	TVC (Ads that never ran)	MTN Smooth Talk
19	Silver	Radio (Telecom Services)	MTN Xmas Trick
20	Silver	Outdoor (Miscellaneous)	Mouka Judge
21	Bronze	Press (Ads that never ran)	Omo Dirty, Dirty Couple
22	Bronze	TVC (Corporate Image)	MTN Places
23	Bronze	Press (Corporate Image)	DDB End of the epic tale
24	Bronze	Press (Telecom Services)	MTN Migration
25	Bronze	Press (Promotion)	McVities Plus One

<b>26</b>	<b>Bronze</b>	<b>TVC (Telecom Services)</b>	<b>MTN Project Fame</b>
<b>27</b>	<b>Bronze</b>	<b>Outdoor (Miscellaneous)</b>	<b>Mouka Driver</b>
<b>28</b>	<b>Bronze</b>	<b>Outdoor (Telecomm Services)</b>	<b>MTN Port</b>
<b>29</b>	<b>Bronze</b>	<b>Press (Miscellaneous)</b>	<b>Businessman</b>
<b>30</b>	<b>Bronze</b>	<b>Outdoor (Promotion)</b>	<b>Omo Value Extra Power</b>
<b>31</b>	<b>Bronze</b>	<b>Outdoor (Telecomm)</b>	<b>MTN Port</b>