

Studio Zoo a winner in the 2017 Promax & BDA Africa Awards

Issued by [Studio Zoo](#)

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Judges recognise DStv, SuperSport and Studio Zoo with six Golds

Promax & BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media.

The Promax Awards are recognised around the world as being the highest accolade for creative professionals within the industry/television promotion and marketing professionals. The awards are judged by an international panel of Promotion and Marketing professionals, based on three criteria: overall creativity, production quality and results in achieving marketing objectives.

The winners were announced at the 12th annual Promax & BDA Africa Conference and Awards Show on Thursday, 9 November.

The winning entries:

Mama Africa Award

THE STORY – DSTV AFRICA - **GOLD**

Best Directing

DSTV NOW HOSPITAL – DSTV AFRICA – **SILVER**

Best Visual effects and Compositing

DSTV EVERYWHERE IDENT- DSTV SOUTH AFRICA - **BRONZE**

Best Sports Promo

CURRIE CUP – SUPERSPORT - **BRONZE**

TOUCH OF FRENCH - SUPERSPORT – **GOLD**

Best Doccie/Factual Promo

DSTV DOCCIES GENRE – **BRONZE**

REMEMBERING DIANA – DSTV SOUTH AFRICA – **GOLD**

Best Lifestyle Promo

SOUL FOOD – DSTV SOUTH AFRICA - **SILVER**

Best Online/VOD Promo

DSTV NOW HOSPITAL – DSTV AFRICA - **GOLD**

Best Design without Footage

REMEMBERING DIANA – DSTV SOUTH AFRICA – **SILVER**

Best Copy and Scriptwriting

THE STORY – DSTV AFRICA – **SILVER**

Best Use of Design

CURRIE CUP – SUPERSPORT – **BRONZE**

Best Use of CG Animation

TOUCH OF FRENCH – SUPERSPORT – **GOLD**

Most Outstanding Design in a Promo

CURRIE CUP - SUPERSPORT – **GOLD**

StudioZoo, a hybrid agency/production company with 17 years experience in the African media industry, specialises in creating memorable promotions for broadcast. “We’ve been fortunate to partner with MultiChoice for many years now. They are the premier provider of content on the African continent, and working on their various brands is an absolute privilege. We’re part of the lucky few who love coming in to work in the mornings and doing what we do best. Winning awards such as these is just the cherry on top” said Adi Leach, co-founder of Studio Zoo.

For more information on the awards, www.promaxafrica.tv

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