

Adfocus Awards finalists announced!

The Adfocus Awards shortlist for 2022 has been announced.



Source: www.unsplash.com

Faheem Chaudhry, partner and MD of M&C Saatchi Abel and this year's Adfocus Awards chairperson said, "The final round of judging was a day of robust debate, discussion and analysis."

"Despite global macro challenges, local economic challenges, and a fair number of industry challenges, the top agencies demonstrated how they were able to imagine, innovate and ultimately grow their businesses and those of their clients dramatically," he continued.



FM AdFocus Awards announce 2022 jury, extend deadline

26 Aug 2022



The finalists for the 2022 AdFocus Awards are:

Small Agency of the Year

- Duke
- Rapt Creative
- Think Creative

Medium Agency of the Year

No finalists are announced for this category as there was a clear winner significantly ahead that will be announced on the night.

Large Agency of the Year

- Grey
- Joe Public United
- M&C Saatchi Abel
- TBWA Hunt Lascaris
- VMLY&R

Public Relations Agency of the Year

- Eclipse Communications
- Magna Carta Reputation Management Consultants
- Razor PR - an M&C Saatchi company

Specialist Agency of the Year

- Levergy - M&C Saatchi Sports & Entertainment
- MscSports

Group of the Year

- M&C Saatchi Group
- TBWA Group

Partnership of the Year

- Joe Public United and Nedbank
- TBWA South Africa and MTN
- TBWA South Africa and Spar

African Impact Award

- Grey
- TBWA South Africa

Adaptability

- Grey
- Happy Friday

Transformation Award

- Nahana Communications Group
- Yellowwood

Network Media Agency of the Year

No finalists are announced for this category as there was a clear winner significantly ahead that will be announced on the night.

Digital Agency and Independent Media Agency

There were no category finalists in the Digital Agency of the Year or Independent Media Agency of the Year as the jury felt that no entrants met the minimum threshold. As a result, no awards will be given in these categories this year.

According to Chaudhry, “The rate of growth some agencies enjoyed was exceptional, as was the level of the product being produced by them while their efforts to drive transformation, diversity and inclusion through their organisations was admirable.”

What was also very encouraging, he adds, was the massive increase in entries this year, further proving just how good a year some agencies had, despite challenging conditions.

The winners of the 2022 AdFocus Awards will be announced on 30 November.

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