

# Loeries rankings with INJOZI



By Leigh Andrews

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Just when you thought the Loeries buzz was over, the Loeries' rankings are in! I chatted to some of this year's top ranked creatives post-celebrations. Here INJOZI's partners, executive producer Nick Argyros and executive creative director Greg Russell share their views.

INJOZI walked away with six Loerie Awards in total this year for their work on Chicken Licken and Coronation in collaboration with Net#work BBDO, including two craft certificates in the 'digital and interactive communication: Illustration, photography and graphic design' category, as well as integrated campaign bronze, 'digital and interactive communication: microsite' bronze, 'digital and interactive communication integrated campaign' silver and 'digital and interactive campaign microsite' silver.

## Danger! Gevaar! INJOZI ignites interactive and digital!

View the trailer for Chicken Licken 'Inner Peace' embedded below, [click here](#) to view Loerie-winning Chicken Licken 'Soul Rocker' and [here](#) for Coronation's 'Because it's your Money'.

Based on INJOZI's interactive and digital communication wins, their recently revealed Loeries 2016 rankings show them ranking third overall in the digital agency 2016 table, with Russell the top-ranked information architect/UX designer. INJOZI sister company Audio Militia also features in sixth position in the 'music and sound composition 2016' table. Clearly they know what they're doing.

Russell, fittingly part of this year's [digital & interactive judging panel](#), and Argyros, founding partners since the agency was formed just four years ago, share how the group feels about its wins, plans to extend that winning streak next year and the work we can look forward to from them in the next few months...

### 1. What was your reaction to your Loeries wins?

**Argyros:** Obviously we were thrilled to have walked away with so many awards. But mostly it was incredibly inspirational. It's created even more energy in our team, so they're inspired to do even bigger and better work now!

## 2. How do you plan on keeping – if not bettering – your rankings next year?



Russell and Agyros

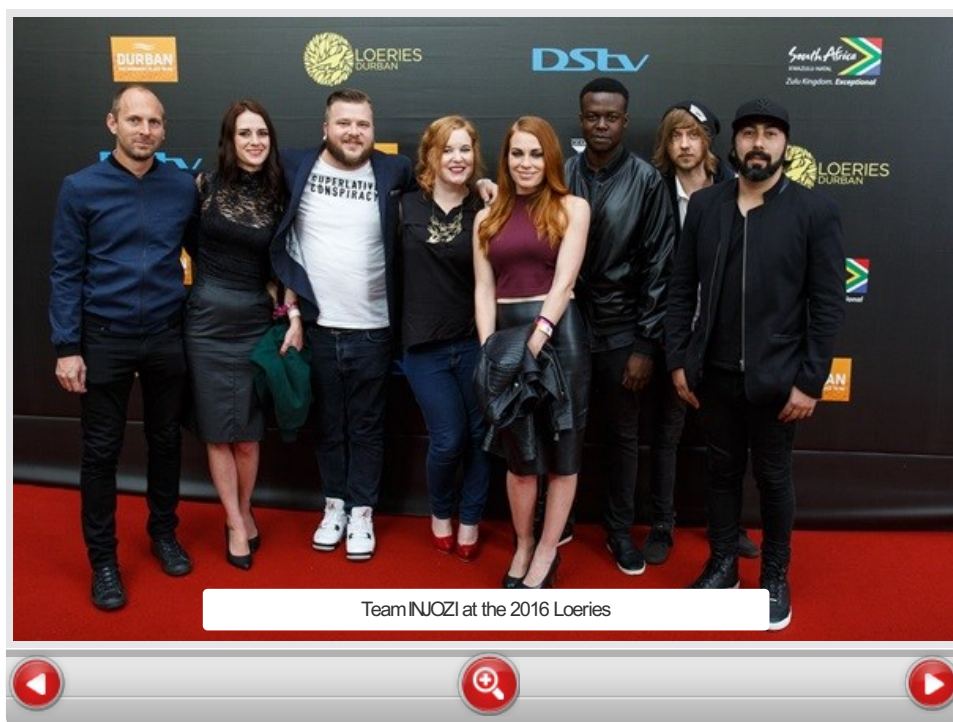
**Russell:** We're lucky because creativity is an intrinsic part of our culture, so it is always alive and healthy. We sometimes think it comes fairly easy, because we're constantly exercising it. Not to say there aren't any challenges, but at its heart INJOZI is about people with great ideas who want to do creative things in exciting new ways, so it's not really about some secret technique, it is just part of our DNA.

So we're just going to keep doing what we're doing and constantly strive to improve our relationships with our clients, so that they're always on board with some of our more crazy ideas!

## 3. Where are you displaying your Loeries? How does this year's flock differ from your haul last year?

**Argyros:** When we get them we'll be proudly displaying them in our reception area, where everyone can see them! Hahaha...

**Russell:** They're a lot shinier this year.



Exciting times. Seems we're all looking forward to seeing what 2017 holds! Argyros gives us a sneak peek of the next year by saying they've been developing their own products in the AI space for months now, and can already see its potential for advertisers, particularly because of how personal the interaction can become between a brand and a consumer. But, he says, "The evolution won't be driven by small developers like us, it'll be driven by large corporates who aren't afraid to adapt quickly, who are prepared to throw out some of their outdated technologies and who are ready to take some risks."

Russell adds that it's a super interesting end to the year as they're building on service offerings, getting some fantastic new people in and generally focusing on their growth alongside their sister companies, Audio Militia, The Audio Boutique and GotBot.

They're also working on what he calls: "some awesome projects right now; educational learning pieces, building some interesting new websites and also designing branding for a really amazing new company, which may or may not involve

projecting the company's logo on the moon using freaking laser beams," so keep looking up!

[Click through](#) to our Loeries' special section for more, [here](#) for more from INJOZI and be sure to follow them on [Twitter](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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