

# TBWA\Raad on winning a Grand Prix in the 'mother of all categories'

 By [Jessica Tennant](#)

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TBWA\Raad, The Disruption Company, not only took home a Grand Prix for Nissan's Camelpower integrated campaign at this year's Loerie Awards, which took place on Saturday, 19 August and Sunday, 20 August at the ICC in Durban, but also two silvers and one bronze.



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I caught up with CCO Walid Kanaan to find out more about the thought process behind this bold, innovative integrated campaign and what the win means to them.

## **Why are you proud to have won a Grand Prix for Nissan's Camelpower film advert?**

Creating a new unit of measurement isn't necessarily an advertising agency's job. However, the simple truth was there, hitting us from the moment we received the brief. How come no one thought of creating such a relevant unit of measurement? So much was needed to benchmark the desert car's performance.

Nissan is known for innovation, it is embedded in the brand's culture; and as such, when we were tasked to advertise the desert edition a couple of years ago, what started as a print ad evolved to become a bold innovative integrated campaign.

### ■ **What does this win mean to you/for the agency?**

We are thrilled to win such a prestigious award, and not any category, but 'integrated'. The mother of all categories.

### ■ **Which Loeries win did you feel to be most deserving, and why?**

Many wins were well deserved; however, the most rewarding part of this year's Loeries was the induction of Grid's Nathan Reddy in the Hall of Fame – the first designer in SA to receive such an honour.



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### ■ **The 'Camelpower' concept is particularly innovative. How did this steer your creative direction accordingly?**

The entire campaign's deliverables were dictated by the innovation itself. We looked for credible partners to inject a scientific approach, and in addition to Nissan renowned technicians, National Geographic came on board as the obvious partner to launch this new unit. We are looking forward to see it grow beyond the region and get adopted by the automotive industry on a global level.

### ■ **Comment on the current creative landscape in the Middle East and how this compares to South Africa and Africa as a whole?**

The Mena region, and more particularly UAE/Dubai is becoming more and more competitive. The region managed to attract the best talents in the world, creativity and innovation became basic market requirements. As a result, the region was elevated and reached the top 10 best creative countries in the world according to the Gunn and Directory reports. Despite the current conflicts and hard conditions, the industry will continue to push creativity forward as it has become an indispensable part of the region's culture.

### ■ **What's next?**

More, much more, disruption!

## ABOUT JESSICA TENNANT

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