

# TBWA\Hunt\Lascaris Johannesburg's a winner once again at The One Show

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*Recognition at the prestigious international award show highlights the agency's artistry and ability to compete on a global stage*

Locally relevant while globally competitive, TBWA\Hunt\Lascaris Johannesburg has walked away with two Pencils at The One Show 2021 in New York during Creative Week.



This year, the agency boasted seven of South Africa's 19 finalists at the influential show – once again bagging Silver Pencils for its long-standing client, City Lodge Hotel Group, but also receiving endorsement across a range of categories for its work in radio, digital, film, illustration and design.

The One Show, one of the most important global awards shows for advertising, design, and digital marketing, centres on the creativity of ideas and quality of execution. It is produced each year by The One Club for Creativity in support of the global creative community.

Established in 1973, The One Show receives thousands of entries by agencies, non-profits and corporations. In 2020, it received over 20,000 submissions from a total of 71 countries, awarding just 581 pencils.

Finalists are granted Gold, Silver or Bronze Pencils, while those not in the top three are granted Merit placings, which is also a particular honour in such a sizable competition of international repute.

The complete list of finalists for this year's The One Show 2021 can be downloaded [here](#).



MARKETING & MEDIA

TBWA\Hunt\Lascaris Johannesburg's 'Marital Bliss' ticks all the boxes at D&AD Awards

TBWA 31 May 2021



Following on from its triumph last month at the D&AD Awards in London, where TBWA\Hunt\Lascaris Johannesburg scored

two Wood Pencils for its “Marital Bliss” radio campaign for the City Lodge Hotel Group and two shortlistings for “Carmageddon” and “TV Licence” for Datsun South Africa, the agency has now obtained two Silver Pencils for “Marital Bliss” while also being recognised for its work for Spotify, 1000 Women Trust and Datsun Go.



TBWA\Hunt\Lascaris Johannesburg has held the City Lodge Hotel Group account for the past 30 years.

Its Silver Pencil-winning campaign for the City Lodge Hotel Group’s weekend special, [“Marital Bliss”](#) champions the hotel as ‘your home away from work from home’. “All it took was three months of working from home to unravel three years of marital bliss.”



Spotify's "[but make it Mzansi](#)" (a merit award in the design category) asks: "How do you promote the world's most popular listening platform in a country with some pretty unique listening occasions?" The answer – Spotify Premium, by "creating a vibrant world of distinctly South African colours, characters and stories".

## HOW WE ENCOURAGED ADULTS TO TALK TO YOUNG BOYS ABOUT CONSENT, BOUNDARIES AND RESPECT.



THE DOLL THAT HELPS YOU DEAL WITH LIFE'S BUMPS & BRUISES!

South Africa has always ranked amongst the worst countries when it comes to dealing with gender-based violence. GBV activist group, 1000 Women 1 Voice believe that the best way to build a future where women feel safe is to teach young men and boys about consent, boundaries, and respect.

Boys won't grow into well-rounded men all by themselves, they need our help. That's why 1000 Women 1 Voice built

maketime.org.za, a site equipped with age-appropriate talking points designed to help adults talk to young men and boys.

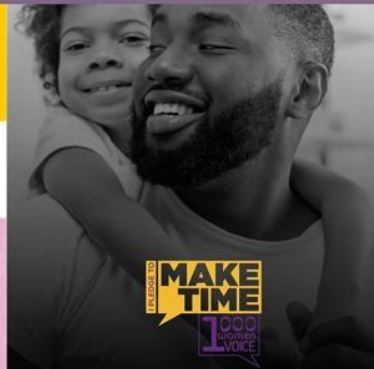
To get adults to visit the site, we created something impossible to ignore. Cover up Krissy. A doll that teaches girls to hide abuse. Through an online film and unboxing video, this fake toy gave people a glimpse into what our future could be if we didn't make time to talk to young boys.



**MERIT**

**HEALTH & WELLNESS**

**1000 women VOICE**



LET'S  
**MAKE TIME**  
TO TALK TO  
OUR BOYS

When we make time to teach young men and boys about consent, boundaries and respect for women, we help build a future where women are safe.

What girls experience tomorrow depends on what we teach boys today. Click the button below to select age-appropriate talking points for your boy.

Select age group

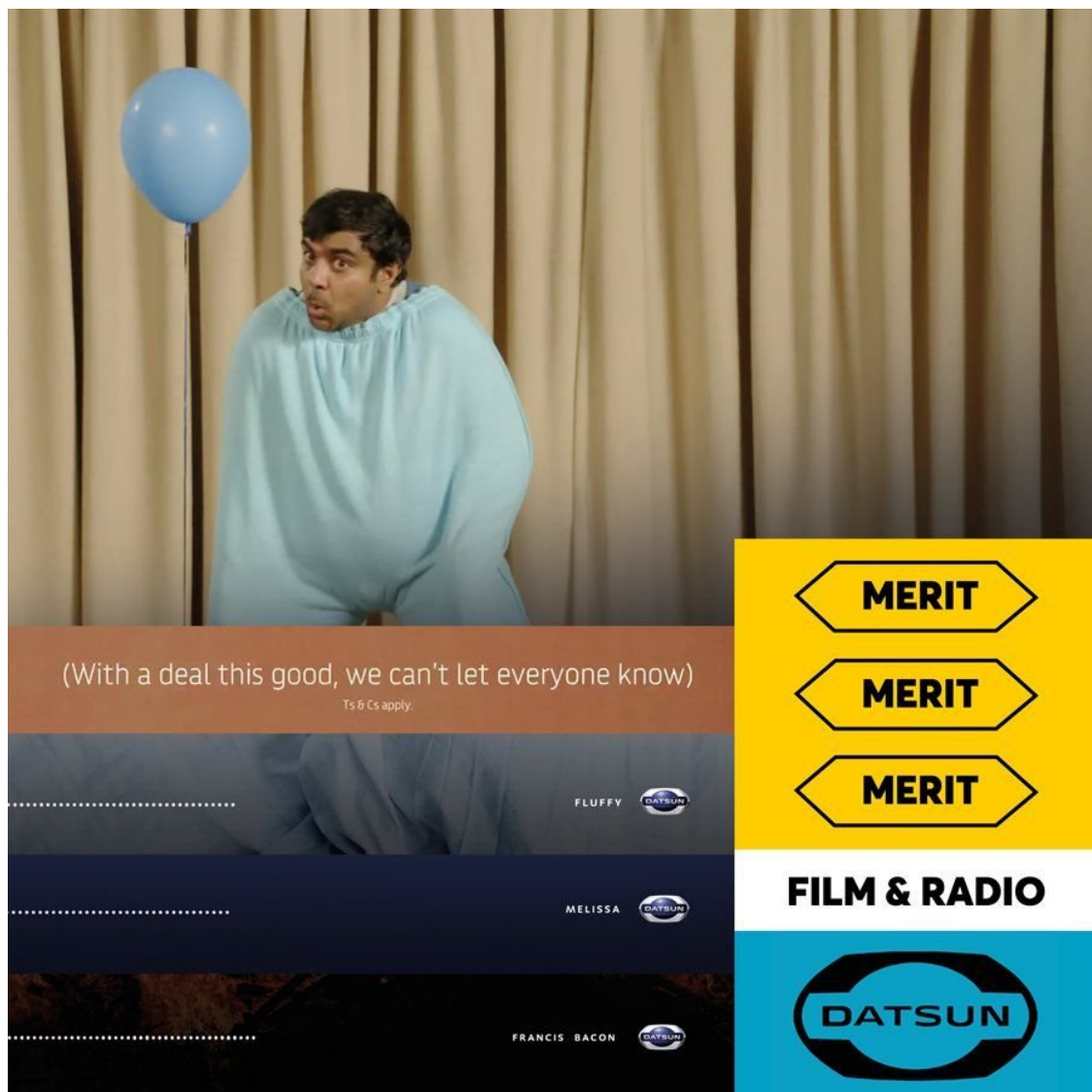
NOW ADD A REMINDER TO YOUR CALENDAR.

February 11, 2021 3:24 AM

PLEASE SHARE YOUR PLEDGE.



For the 1000 Women Trust, [“Make Time”](#), which achieved a merit in the health, wellness and pharma category, says: “What girls learn tomorrow depends on what we teach boys today.”



And Datsun Go's "[Clarity of Hindsight](#)" and "[Carmageddon](#)" both achieved merits in the radio and audio category, while the "Shhhh" campaign received a merit award in the Under 50k Budget category, demonstrating bang for a buck on a shoestring budget.

Pete Khoury, chief creative officer for TBWA\Hunt\Lascaris Johannesburg, says the agency is proud of their teams and delighted by the recognition because it proves their global competitiveness.

"Last month, we won two Wood Pencils for our client, the City Lodge Hotel Group. This time around our work for a range of diverse brands, in a range of different categories, was awarded," Khoury says.

"For us as an agency it's really good to pitch up in a lot of categories for a lot of different brands. It shows that we have diversity and impact in the range of work that we do."

To compete on the international stage, on shows like The One Show, indicates TBWA\Hunt\Lascaris Johannesburg performs on a world-class level. It's essential for agencies to be both locally relevant and globally competitive, Khoury says. "You have to keep pace with international agencies and even leapfrog them. If you don't keep an eye on that, you can easily fall behind the times."

Adding to this, CEO at TBWA\Hunt\Lascaris, Karabo Denalane, says: "Once again I'd like to congratulate all our clients, agency teams and all those who collaborated with us in creating these incredible bodies of work. For us, there's no greater joy than to fly the South African flag at the world's most prestigious award shows year in and year out. We hope that this work will inspire all those who see it and remind us that South Africa remains a world-class destination for creativity. "

TBWA\Hunt\Lascaris Johannesburg is this year's Agency of the Year at the Creative Circle.

The Creative Circle – which is dedicated to creativity in advertising – endorses five shows globally: The One Show, the Loeries, D&AD, Cannes International Festival of Creativity and the Creative Circle Annual Awards.

The Creative Circle Overall Rankings are the cumulative results from these global and local award shows throughout the year.

The Cannes International Festival of Creativity will take place later this month.

#### **About:**

The One Show is one of the world's most prestigious awards shows for advertising, design and digital marketing, focusing on the creativity of ideas and quality of execution. For over 40 years, the Gold Pencil has been regarded as one of the top prizes in the creative industry. The One Show is produced annually by The One Club for Creativity, the world's foremost non-profit organisation whose mission is to support and celebrate the success of the global creative community.

This year, The One Show introduced a new award, the Fusion Pencil, to promote diversity, equity and inclusion in both agency/production company staffing and work.

Two new disciplines, [Music and Sound Craft](#) and [In-House](#) have been brought on, as well as a new Innovation category for each discipline to address the ingenuity needed to overcome limitations imposed by the Covid-19 pandemic.

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We develop business-changing, culture-defining and award winning ideas for brands. Ranked in the top 3 regional networks in Africa and consistently in the top 10 global agencies.

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