

Pitcher Awards 2023: Nigeria brings it home for Africa



22 May 2023

Nigeria dominated with 17 Gold Awards and 39 Silver Awards at this years Pitcher Awards, while South African Road Agency walked away with a Silver Award and a shortlist mention.



Source: www.unsplash.com

The Pitcher Awards, now in its sixth edition, evaluates creativity expressed in various media, including print, film, audio, outdoor, PR, Entertainment, Digital, and projects aimed at benefiting humanity.

Entries are open to all work created, released, or implemented in Africa, including projects designed for Africa but created elsewhere.

Ghana and France came close behind Nigeria with a number of Gold, Silver and Bronze Awards.

See all the winners below:

| Channel | | | | | | |
|----------------------|-------|-------------------------|----------------------|----------------------|---------|--|
| Category | Award | Agency | Brand | Campaign | Country | |
| Integrated Campaigns | | CANAL+ INTERNATIONAL | CANAL+ INTERNATIONAL | DISCOVER THE BATANGA | France | |

| Integrated Campaigns | Gold | X3M Ideas | The Extra Step Initiative | The Soot Life expectancy | Nigeria |
|---|--------------|--------------------------------------|-------------------------------------|---|--------------------|
| Integrated Campaigns | Silver | dentsu X Nigeria | Hennessy | Hennessy VS All I Need | Nigeria |
| Integrated Campaigns | Silver | AG Partners Publicis Africa Group | Airtel RDC | Win back Kinshasa | France |
| Integrated Campaigns | Silver | Dentsu Creative | Guinness NIgeria | Smirnoff No Known Address 2.0 | Nigeria |
| Integrated Campaigns | Bronze | Dentsu Creative | Netflix | Nollywood is Ours | Nigeria |
| Integrated Campaigns | Bronze | mediareach OMD Ghana | Danone Ghana | Fanice Yeekor Dubai" Campaign" | Ghana |
| Integrated Campaigns | Bronze | Innova DDB Ghana | Tex Styles Group (GTP) | Rebirth Of An Icon | Ghana |
| Integrated Campaigns | Bronze | Oliver MEA | Johnnie Walker | No Labels | Nigeria |
| Integrated Campaigns | Bronze | Mindfull Creative Agency | Lashibi Funeral Homes & Crematorium | WE'VE GOT YOU | Ghana |
| Integrated Campaigns | Bronze | Dentsu Creative | Netflix | Nollywood is Home 2.0 | Nigeria |
| Integrated Campaigns | Bronze | CANAL+ INTERNATIONAL | CANAL+ | 30 YEARS CANAL+ INTEGRATED CAMPAIGN | France |
| Integrated Campaigns | Bronze | mediaReach OMD | Airtel | Esther | Nigeria |
| Integrated Campaigns | Bronze | EchoHouse Ghana | Dove Ghana | Time Out With Dove | Ghana |
| Integrated Campaigns | Bronze | CANAL+ INTERNATIONAL | CANAL+ INTERNATIONAL | A HOT PROMOTION WITH CANAL+ | France |
| Integrated Campaigns | shortlist | X3MIdeas | SHOWMAX | REAL HOUSEWIVES OF LAGOS | Nigeria |
| Integrated Campaigns | | mediaReach OMD | Indomie Noodles | Indomie - Unconditional Love | Nigeria |
| Integrated Campaigns | Shortlist | | Tecnicil Industry | From Cape Verde, with pride | Cape Verde |
| Integrated Campaigns | Chartliat | mediaReach OMD | Diageo/Guinness | Guinness August Meeting | |
| 0 1 0 | | mediaReach OVD | - | | Nigeria |
| Integrated Campaigns | | | Hypo Bleach | Hypo Bleach - Do More | Nigeria |
| Integrated Campaigns | | dentsu X Nigeria | Uber | Uber GO Campaign | Nigeria |
| Integrated Campaigns | Shortlist | Spice 360 Limited | Indomie Noodles | Show Some Love | Nigeria |
| PR and Reputation Management | Gold | X3MIdeas | Neusroom | Neusroom - Vote to predict your future | Nigeria |
| PR and Reputation Management | Gold | mediaReach OMD | Indomie Noodles | Indomie Heroes Awards | Nigeria |
| PR and Reputation Management | Silver | Hill + Knowlton Strategies | Netflix | Netflix African Foktales, Reimagined"" | Nigeria |
| PR and Reputation Management | Silver | Hill + Knowlton Strategies | Informa Markets | Nigeria Energy Conference | Nigeria |
| PR and Reputation Management | Silver | Red For Africa | Access Bank Plc | Reputation Management for Access Bank PLC | Nigeria |
| PR and Reputation Management | Silver | Hill + Knowlton Strategies | Lagos Leather Fair | Lagos Leather Fair | Nigeria |
| PR and Reputation Management | Silver | mediaReach OMD | Lush Hair | Lush Hair Lady On The Stand | Nigeria |
| PR and Reputation | Chartliat | mediaReach OMD | Kellogg's | Kellogg's World Breakfast Day | Nigeria |
| Management | SHORIIST | medianeadi OVD | rvellogg s | Reliogy's World Breaklast Day | Nigeria |
| Use of Data | Gold | X3M Ideas | The Extra Step Initiative | The Soot Life expectancy | Nigeria |
| Use of Data | Silver | Arden and Newton BMC | Aella | Aella Hunt | Nigeria |
| Use of Data | Silver | Dentsu Kenya | Multichoice | The Dynamic Billboard | Kenya |
| Use of Data | Bronze | dentsu X Nigeria | Uber | Uber Go Campaign | Nigeria |
| Use of Data | Shortlist | Emergent Lab Limited | Vote023 | The Power In Numbers | Nigeria |
| Use of Data | Shortlist | Noah's Ark Communications Limited | Maltina | Together Happiness Happens Happier Together | Nigeria |
| Use of Influencers and Brand Ambassadors | Gold | Dentsu Creative | Budweiser Nigeria | BUD X | Nigeria |
| | 1 | | Delevated | BDF Luminous W630 | Nigeria |
| Use of Influencers and Brand Ambassadors | Gold | Dentsu Creative | Beiersdorf | BBI Editiliods Wood | |
| | Gold Gold | | Multichoice Nigeria | Big Brother Diary Room Activation | Nigeria |
| Ambassadors Use of Influencers and Brand | | UP IN THE SKYLTD | | | Nigeria Nigeria |
| Ambassadors Use of Influencers and Brand Ambassadors Use of Influencers and Brand | Gold | UP IN THE SKYLTD | Multichoice Nigeria | Big Brother Diary Room Activation | |

| Use of Influencers and Brand Ambassadors | Bronze | Dentsu Creative | Budweiser Nigeria | Smooth King Remix2 | Nigeria |
|---|-----------|--------------------------------------|---|---|---------|
| Use of Influencers and Brand Ambassadors | Bronze | PHD Media | MTN Nigeria | MTN Broadband Integration | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | mediaReach OMD | Lush Hair | Lush Hair - AMVCA | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | UP IN THE SKY LTD | Global Accelerex | We've Met Before - Global Accelerex | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | Insight Publicis | Pepsi | Pepsi Confam | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | TBWA Concept unit | JAMESON BLACK BAREEL | JAMESON XTEMS TOGETHER IS OUR WIN | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | Dentsu Creative | Netflix | Nollywood is Ours | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | Dotts Media house | ChipperCash | Bank On It | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | mediaReach OMD | Hypo Toilet Cleaner | Hypo Toilet Rescue 2.0 | Nigeria |
| Use of Influencers and Brand Ambassadors | Bronze | 7EVEN INTERACTIVE LIMITED | AB InBev/HERO | HERO : Nwanne Di Uto | Nigeria |
| Use of Influencers and Brand Ambassadors | Shortlist | CANAL+ INTERNATIONAL | CANAL+ INTERNATIONAL | CANAL+ APP Influence | France |
| Use of Influencers and Brand Ambassadors | Shortlist | Insight Publicis | Aquafina premium water | Aquafina Padi of Life | Nigeria |
| Use of Influencers and Brand Ambassadors | Shortlist | mediaReach OMD | Airtel | AIRTEL LOVE STORIES | Nigeria |
| Use of Influencers and Brand Ambassadors | Shortlist | mediareachOMD | Mouka Foam Limited | GET THE MOUKA FOR YOU"" | Nigeria |
| Use of Influencers and Brand Ambassadors | Shortlist | mediaReach OMD | Airtel | AIRTEL LOVE STORIES | Nigeria |
| Use of Influencers and Brand Ambassadors | Shortlist | mediareachOMD | Flutterwave | IDENTIFYING WITH THE EXTRORDINARY CAMPAIGN"" | Nigeria |
| Use of Insights and Strategy | Gold | X3M Ideas | The Extra Step Initiative | The Soot Life expectancy | Nigeria |
| Use of Insights and Strategy | Gold | X3M Ideas | Neusroom | Neusroom - Vote to predict your future | Nigeria |
| Use of Insights and Strategy | Silver | Oliver MEA | Johnnie Walker | No Labels | Nigeria |
| Use of Insights and Strategy | Silver | PHD Media | Transsion | Tecno Camon 19 - Roles Reversed | Nigeria |
| Use of Insights and Strategy | Silver | PHD Media | MTN Nigeria | MTN Broadband Integration | Nigeria |
| Use of Insights and Strategy | Silver | Dentsu Creative | Budweiser Nigeria | Smooth King Remix Tour | Nigeria |
| 0 0, | | | <u> </u> | | |
| Use of Insights and Strategy | Silver | PHD Media | | Martell Lounge | Nigeria |
| Use of Insights and Strategy | Silver | | Dominos Pizza | Dominos Twin Day campaign | Ghana |
| Use of Insights and Strategy | Bronze | mediaReach OMD | Hypo Toilet Cleaner | Hypo Toilet Rescue 2.0 | Nigeria |
| Use of Insights and Strategy | Bronze | mediaReach OMD | Lush Hair | Lush Hair - AM/CA | Nigeria |
| Use of Insights and Strategy | Bronze | dentsu X Nigeria | Glovo | Glovo You Order, We Deliver Campaign | Nigeria |
| Use of Insights and Strategy | Bronze | Red For Africa | Nigerian Breweries/Maltina | Together Happiness Happens | Nigeria |
| Use of Insights and Strategy | Bronze | mediareach OMD Ghana | Nutrifoods Ghana Limited, Tasty Tom Jollof Mix | Jollof Mix Campaign | Ghana |
| Use of Insights and Strategy | Bronze | Noah's Ark Communications Limited | Airtel Nigeria | Data is Life 5.0 | Nigeria |
| Use of Insights and Strategy | Bronze | Noah's Ark Communications Limited | Maltina | Together Happiness Happens Happier Together | Nigeria |
| Use of Insights and Strategy | Bronze | mediaReach OMD | Airtel | Tiwa Savage Live Concert | Nigeria |
| Use of Insights and Strategy | Bronze | mediareach OMD Ghana | Danone Ghana | Fanice Yeekor Dubai" Campaign" | Ghana |
| Use of Insights and Strategy | | mediaReach OMD | Google | Google Small Shop" Radio Sponsorship" | Nigeria |
| Use of Insights and Strategy | Shortlist | 7EVEN INTERACTIVE LIMITED | | HERO: Nwanne Di Uto | Nigeria |
| Use of Insights and Strategy | Shortlist | mediaReach OMD | Diageo/Johnnie Walker | Walkers District(Johnnie Walker Paint the Town a Kind of Red) | Nigeria |
| Use of Insights and Strategy | Shortlist | mediaReach OMD | TopRite Roofing Sheet | TopRite Na Confam Campaign | Nigeria |
| Use of Insights and Strategy | | mediareachOMD | Bajaj Boxers | BAJAJ BOXERS STREET TUNES | Nigeria |
| Use of Insights and Strategy | Shortlist | Noah's Ark | Airtel Nigeria | Smartcash PSB Troubles | Nigeria |
| | | Communications Limited | 3 | | |
| Use of Insights and Strategy | | mediaReach OMD | Reckitt Benckiser | Dettol Global Handwashing Day" Campaign" | Nigeria |
| Use of Insights and Strategy | Snortlist | mediaReach OMD | Diageo/Malta Guinness | Malta Guinness Sahur Kitchen Partnership | Nigeria |

| Use of Insights and Strategy | Shortlist | mediaReach OMD | Perfetti - CentreFresh | CenterFresh Show Your Confidence" Campaign" | Nigeria |
|------------------------------|---------------|------------------------------------|--|--|--------------------|
| Use of Media | Gold | Insight Publicis | PRIME VIDEO | PRIME DRONE SHOW: Trailer in the Sky | Nigeria |
| Use of Media | Gold | Dentsu Creative | Guinness NIgeria | Smirnoff No Known Address 2.0 | Nigeria |
| Use of Media | Gold | Dentsu Creative | Budweiser Nigeria | BUD X | Nigeria |
| Use of Media | Gold | CANAL+ INTERNATIONAL | CANAL+ INTERNATIONAL | DISCOVER THE BATANGA | France |
| Use of Media | Gold | PHD Media | Martell Nigeria | Martell Lounge | Nigeria |
| Use of Media | Gold | X3M Ideas | LPM Foundation | Voices in my air | Nigeria |
| Use of Media | Silver | PHD Media | MTN Nigeria | Tecno Camon 19 - Roles Reversed | Nigeria |
| Use of Media | Silver | | Dominos Pizza | Dominos Twin Day campaign | Ghana |
| Use of Media | Silver | | Multichoice | The Dynamic Billboard | Kenya |
| Use of Media | Silver | dentsu X Nigeria | Hennessy | Hennessy VS All I Need | Nigeria |
| Use of Media | Silver | mediaReach OMD | Indomie Noodles | Indomie Heroes Awards | Nigeria |
| Use of Media | Silver | | Dominos Pizza | Dominos Honk Twice Campaign | Ghana |
| Use of Media | Silver | mediaReach OMD | Lush Hair | Lush Hair Lady On The Stand | Nigeria |
| Use of Media | Silver | ONEWLDCARD LIMITED | | Devon King's Flock Billboard | Nigeria |
| Use of Media | Bronze | | <u> </u> | | |
| Use of Media | Bronze | Carpe Diem Solutions | Hypo Toilet Cleaner Labari Africa Productions | Hypo Toilet Rescue 2.0 Labari Africa Productions Launch | Nigeria Nigeria |
| OGC OF WEGIG | Dionzo | Limited | | Eddan / Wilder Toddollono Eddnor | Nigoria |
| Use of Media | Bronze | Dentsu Creative | Netflix | Nollywood is Home 2.0 | Nigeria |
| Use of Media | Bronze | mediareach OMD Ghana | Diageo Ghana, Orijin Beer | Orijin Back to our Roots | Ghana |
| Use of Media | Bronze | mediareach OMD Ghana | Nutrifoods Ghana Limited | Jollof Mix Campaign | Ghana |
| Use of Media | Bronze | PHD Media | MTN Nigeria | MTN Broadband Integration | Nigeria |
| Use of Media | Bronze | Dentsu Creative | Netflix | Nollywood is Ours | Nigeria |
| Use of Media | Bronze | digitXplus | Diageo/Johnnie Walker | No labels | Nigeria |
| Use of Media | Bronze | mediareach OMD Ghana | Danone Ghana | Nutriday Campaign | Ghana |
| Use of Media | Bronze | digitXplus | Airtel | Airtel Celebrates Naija | Nigeria |
| Use of Media | Bronze | digitXplus | Airtel | Powered by Data | Nigeria |
| Use of Media | Shortlist | mediaReach OMD | Airtel | AIRTEL LOVE STORIES | Nigeria |
| Use of Media | Shortlist | mediaReach OMD | Munch iT | Munch It Mania Hub | Nigeria |
| Use of Media | Shortlist | digitxplus | AIRTEL | Airtel Breaks the Bias | Nigeria |
| Use of Media | | digitXplus | Airtel | Data is life | Nigeria |
| Use of Media | | | Hypo Bleach | Hypo Bleach Spring Cleaning on Big Brother Naija | Nigeria |
| Use of Media | Shortlist | mediaReach OMD | Kellogg's | Kellogg's World Breakfast Day | Nigeria |
| Use of Media | | mediaReach OMD | Airtel | Tiwa Savage Live Concert | Nigeria |
| Use of Media | | dentsu X Nigeria | Uber | Uber Go Campaign | Nigeria |
| Use of Media | | mediaReach OMD | Lush Hair | Lush Hair - AM/CA | Nigeria |
| Use of Media | | mediareachOVD | Flutterwave | IDENTIFYING WITH THE EXTRORDINARY | Nigeria |
| | 01 | D 1 0 11 | | CAMPAIGN"" | |
| Use of Media | | Dentsu Creative | Budweiser Nigeria | Budweiser King of Football (Twitter Space) | Nigeria |
| Use of Media | | mediaReach OMD | Hypo Bleach | Hypo Bleach - Do More | Nigeria |
| Use of Media | | digitXplus | Airtel | Tiwa Savage LIVE On Airtel TV | Nigeria |
| Use of Media | | Nomad Ghana | Zeepay Ghana | The Journey | Ghana |
| Use of Media | Shortlist | mediaReach OMD | Indomie Noodles | Indomie - Unconditional Love | Nigeria |
| Use of Media | Shortlist | mediaReach OMD | Mnimie Noodles | Mnimie Noodles - Taste the Fun on Big Brother Naija | Nigeria |
| Use of Media | Shortlist | mediaReach OMD | Airtel | Floating Dicot | Nigeria |
| Use of Media | Shortlist | mediareach OMD Ghana | OLAMAGRI, Royal Aroma Rice | Royal Aroma Fortified Campaign | Ghana |
| Craft | | | | | |
| Audio Craft | Silver | X3M Ideas | LPM Foundation | Voices in myair | Nigeria |
| Audio Craft | None | Bluebird Communications Limited | Kasapreko Company Limited | Alomo Bitters Radio Jingle | Nigeria |
| Audio Craft | None | RAGE Media Group | | MOTHER'S DAY | Nigeria |
| Audio Craft | None | Bluebird Communications Limited | Kasapreko Company Limited | Alomo Bitters Radio Jingle | Nigeria |
| Design Craft | Grand Prix | X3MIdeas | Jameson | Jameson Independence Pack | Nigeria |
| | LIIX | Noah's Ark | | | |
| Design Craft | Gold | Communications Limited | Airtel Nigeria | Data is Life Breaking | Nigeria |

| Design Craft Silver Sil | Design Craft | Gold | Noah's Ark Communications Limited | Airtel Nigeria | Data is Life Frozen | Nigeria |
|--|---------------------------------|-----------|--------------------------------------|---------------------------|--|----------------|
| Design Craft Benone NNOVNDDE Ghana Accorn Hearts of Oak Sporting Club Design Craft Benone NNOVNDDE Ghana Accorn Hearts of Oak Sporting Club Prime Video PRIME DRONE SHOW. Trailer in the Sky Nigeri SMCOV Internation Womans Day 2022 Nigeri SMCOV Internation Vibrans Day 2022 Nigeri Design Craft Shortilist TEWA Cornospt unit SMCOV CHAPANN RASE THE BEAR Place SMCOV Internation Vibrans Day 2022 Nigeri Design Craft Shortilist TEWA Cornospt unit SMCOV CHAPANN RASE THE BEAR Place Nigeri Digital Mibile and Social Craft Sheer SMCOV Internation Vibrans Day 2022 Nigeri Migeri | Design Craft | Gold | | Airtel Nigeria | Data is Life Cracking | Nigeria |
| Design Craft Serina & RNN-Syl-Ubb Sharia or Dubby Publish & Sharia Shar | Design Craft | Silver | X3M Ideas | Neusroom | Neusroom - Vote to predict your future | Nigeria |
| Design Craft | Design Craft | Bronze | INNOVADDB Ghana | , , | , | Ghana |
| Design Craft Shortiss I ISWA Concept unit SALOV CPM-PMW RASE THE BAR-Engineer Night Design Craft Shortiss I TBMA Concept unit SALOV CPM-PMW RASE THE BAR-Engineer Night RASE RASE THE BAR-Engineer Nigh | Design Craft | Bronze | Insight Publicis | Prime Video | PRIME DRONE SHOW: Trailer in the Sky | Nigeria |
| Design Craft Shortiss I ISWA Concept unit SNULV CHYP-RYNN RASE THE BAR-medalist Noger State Shortiss TBWA Concept unit SNULV CHAPAWN SNUCV Interested New Years Shortiss TBWA Concept unit SNUCV CHAPAWN SNUCV Interested New Years Shortiss Shortiss TBWA Concept unit SNUCV CHAPAWN SNUCV Interested New Years Shortiss TBWA Concept unit SNUCV CHAPAWN SNUCV Interested New Years Shortiss TBWA Concept unit SNUCV CHAPAWN SNUCV Interested New Years Shortiss SNucv Digital Mobile and Social Craft SNucv Digital Mobile and Social Craft SNucv Digital Mobile and Social Craft SNucv SNUM Interested SNucv Digital Mobile and Social Craft SNucv Digital Mobile and Social Craft SNucv Children SNucv SNucv Chapawn SNucv | Design Craft | Shortlist | TBWA Concept unit | SMOOV CHAPMAN | | Nigeria |
| Design Craft Shortlist EdnoHouse Ghann Deve Channa Dove Time Out With Dove Obesign Craft Shortlist EdnoHouse Ghann Dove Channa Dove Time Out With Dove Obesign Craft Shortlist TEWA Concept unit Shortlist Concept unit Shortlist Teward Shortlist Shortlist Concept unit | Design Craft | Shortlist | TBWA Concept unit | SMOOV CHAPMAN | | Nigeria |
| Design Craft Shortist TBWA Concept unit Shortist TBWA Concept unit unit unit unit unit unit unit uni | Design Craft | Shortlist | TBWA Concept unit | SMOOV CHAPMAN | | Nigeria |
| Design Mobile and Social Craft Silver | Design Craft | Shortlist | EchoHouse Ghana | Dove Ghana | Dove Time Out With Dove | Ghana |
| Digital Mobile and Social Craft Silver XMIMoleas Loritem Recycle Limited WASTERUL CULTURE 2 Niger Digital Mobile and Social Craft Silver XMIMoleas Loritem Recycle Limited WASTERUL CULTURE 3 Niger Film Craft Silver CIRCUS KFC | Design Craft | Shortlist | TBWA Concept unit | SMOOV CHAPMAN | - | Nigeria |
| Digital Mobile and Social Craft Silver Silver Silver Silver Silver ClRCUS KFC KFC KFC Real Maurit Film Craft Silver ClRCUS KFC KFC KFC Real Maurit Film Craft Silver CANAL+ INTERNATIONAL SO YEARS CANAL+ FILMCRAFT Franc CANAL+ INTERNATIONAL CANAL+ | Digital Mobile and Social Craft | Silver | X3MIdeas | Loritem Recycle Limited | WASTEFUL CULTURE 1 | Nigeria |
| Film Craft Silver Circlosis Media house ChipperCash Bank On It Nigeri Film Craft Silver Circlosis KPC KPC KPC Be Real Meurit Film Craft Silver CANAL+ INTERNATIONAL CANAL+ INTERNATIONAL 30 YEARS CANAL+ FILMCRAFT France CANAL+ INTERNATIONAL SILVER CANAL+ FILMCRAFT France CANAL+ INTERNATIONAL SILVER CANAL+ FILMCRAFT France CANAL+ INTERNATIONAL SILVER CANAL+ FILMCRAFT France CANAL+ FILMCRAFT France CANAL+ INTERNATIONAL SILVER CANAL+ FILMCRAFT France CANAL+ FILMC | Digital Mobile and Social Craft | Silver | X3M Ideas | Loritem Recycle Limited | WASTEFUL CULTURE 2 | Nigeria |
| Film Craft Silver CIRCUS! KFC KFC Be Real Maurit Film Craft Silver CANAL+ INTERNATIONAL CANAL+ INTERNATIONAL 30 YEARS CANAL+ FILM CRAFT Franco Film Craft Silver LENVOL MOIRE CASTEL AFRICUE Back to our roots Coars Film Craft Bronze CIRCUS! KFC KFC Be Real Maurit Film Craft Bronze Dotts Media house Chipper Cash Bank to our roots Coars Film Craft Bronze Dotts Media house Chipper Cash Bank On It Nigeri Craft Bronze Dotts Media house Chipper Cash Bank On It Nigeri Craft Shortlist L'Agence X GBH GBH, my hair, my crown. Coast Film Craft Shortlist Bluebird Communications Limited Communications Limited Communications Limited Communications Limited Communications Limited Film Craft Shortlist PHD Media Transision Tecno Camon 19 - Roles Reversed Nigeri Nigeri Control Silver Nosh's AK Communications Limited Artel Nigeria Data is Life Cracking Nigeri Nigeri Craft Silver Nosh's AK Communications Limited Artel Nigeria Data is Life Frozen Nigeri Print Craft Silver Nosh's AK Communications Limited Communications Limited Nosh's AK Communications Limited | Digital Mobile and Social Craft | Silver | X3M Ideas | Loritem Recycle Limited | WASTEFUL CULTURE 3 | Nigeria |
| Film Craft Silver CANAL+ INTERNATIONAL 30 YEARS CANAL+ FILM CRAFT France Film Craft Silver LENVOL INDIRE CASTEL AFRICUE Back to our roots Coast Film Craft Bronze Dentsu Creative Netflix Nollywood is Qurs Nogri Film Craft Bronze Dentsu Creative Netflix Nollywood is Qurs Nogri Film Craft Bronze Dentsu Creative Netflix Nollywood is Qurs Nogri Film Craft Bronze Dotts Media house ChipperCash Bank On It Nogri Film Craft Shortlist L'Agence X GBH GBH, my hair, my crown. Coast Film Craft Shortlist Communications Limited Film Craft Shortlist Shortlist PhD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri Film Craft Shortlist Shortlist PhD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri Film Craft Shortlist Shortlist Tecno Camon 19 - Roles Reversed Nigeri Film Craft Silver Communications Limited Film Craft Silver Noah's Ark Communications Limited Frint Craft Silver Communications Limited Film Craft Silver Communications Limited Frint Craft Silver Noah's Ark Communications Limited Frint Craft Silver Noah's Ark Communications Limited Frint Craft Silver Communications Limited Frint Craft Silver Communications Limited Frint Craft Silver Noah's Ark Communications Limited Frint Craft Silver Communications Limited Frint Craft Silver Noah's Ark Communica | Film Craft | Silver | Dotts Media house | ChipperCash | Bank On It | Nigeria |
| Film Craft Silver L'ENVOL IVOIRE CASTEL AFRIQUE Back to our roots Nory Coast Film Craft Bronze Circust Network Silver L'ENVOL IVOIRE CASTEL AFRIQUE Back to our roots Nory Coast Film Craft Bronze Dentsu Creative Nettix Nollywood is Ours Nigeri Direct Short Silver Communications Limited Short Silver Communications Limited Short Silver Communications Limited Noah's Ark Communications Limited Silver Communications Limited Silver Communications Limited Silver Communications Limited Silver Communications Limited Noah's Ark Communications Limited Noah's Ark Silver Communications Limited Noah's Ark Communications Limited Silver Communications Limited Noah's Ark Silver Communications Limited Noah's Ark Silver Noah's Ark Communications Limited Noah's Ark Silver Noah's Ark Communications Limited Noah's Ark Silver Noah's Ark Communications Limited Noah's Ark N | Film Craft | Silver | CIRCUS! | KFC | KFC Be Real | Mauritius |
| Film Craft Silver CIRCUSI KFC KFC Beal Mount Film Craft Bronze CIRCUSI KFC KFC Be Real Mount Film Craft Bronze Dotts Media house ChipperCash Bank On it Nigeri Film Craft Bronze Dotts Media house ChipperCash Bank On it Nigeri Communications Limited All Revolutions of the Communications Limited All Revolutions Communications Limited Communicati | Film Craft | Silver | | CANAL+ INTERNATIONAL | 30 YEARS CANAL+ FILM CRAFT | France |
| Film Craft Bronze Dotts Media house ChipperCash Bank On It Nigeri Mory Coasts Film Craft Bronze Dotts Media house ChipperCash Bank On It Nigeri Mory Coasts Film Craft Shordlist L'Agence X GBH Gammunications Limited Communications Limited Communications Limited Media Together Togeth | Film Craft | Silver | L'ENVOL IVOIRE | CASTEL AFRIQUE | Back to our roots | lvory Coast |
| Film Craft Bronze Dotts Media house ChipperCash Bank On It Nigeri Film Craft Shortlist L'Agence X GBH GBH, myhair, mycrown. Coast Film Craft Shortlist Communications Limited Communications Limited Film Craft Shortlist Shortlist Film Craft Silver Communications Limited Print Craft Silver Communications Limited Print Craft Silver Communications Limited Communications Limited Print Craft Silver Communications Limited Print Craft Bronze Communications Limited Print Craft Bronze Print Craft Shortlist Desic Greative Netflix Notlywood is Home 2.0 Nigeri Print Craft Shortlist Desic Greative Netflix Notlywood is Home 2.0 Nigeri Digital Integrated Digital Campaign Silver Boomplay Boomplay Boomplay Boomplay Boomplay Boomplay Boomplay Boomplay Silver Hennessy SAII Need Nigeri | Film Craft | Bronze | CIRCUS! | KFC | KFC Be Real | Mauritius |
| Film Craft Shortlist L'Agence X GBH GBH, myhair, mycrown. Nory Coast Film Craft Shortlist Communications Limited Film Craft Shortlist Shortlist Communications Limited Film Craft Shortlist Shortlist PHD Media Transision Tecno Camon 19 - Roles Reversed Nigeri Nigeri Tecno Camon 19 - Roles Reversed Nigeri Transision Tecno Camon 19 - Roles Reversed Nigeri Tecno C | Film Craft | Bronze | Dentsu Creative | Netflix | Nollywood is Ours | Nigeria |
| Film Craft Shortlist L'Agence X GEH GEH, my'hair, my'crown. Coast Film Craft Shortlist Communications Limited Kasapreko Company Limited Alomo Bitters TV Commercial Nigeri Together Happiness Happens Happier Together Toge | Film Craft | Bronze | Dotts Media house | ChipperCash | Bank On It | Nigeria |
| Film Craft Shortlist Communications Limited Film Craft Shortlist Communications Limited Film Craft Shortlist Noah's Ark Communications Limited Film Craft Shortlist PHD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri Together Shortlist PHD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri All Film Craft Silver Noah's Ark Communications Limited Communications Limited Reversed Nigeria Data is Life Cracking Nigeri Noah's Ark Communications Limited Colgate Nigeria Data is Life Frozen Nigeri Noah's Ark Communications Limited Reversed Nigeria Data is Life Frozen Nigeri Noah's Ark Communications Limited Colgate Nigeria Bring it on Musa Nigeri Print Craft Silver Noah's Ark Communications Limited Reversed Noah's Ark Communica | Film Craft | Shortlist | L'Agence X | GBH | GBH, my hair, my crown. | lvory Coast |
| Film Craft Shortlist Communications Limited Film Craft Shortlist PHD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri Rilm Craft Shortlist PHD Media Transsion Tecno Camon 19 - Roles Reversed Nigeri Rilm Craft Silver Noah's Ark Communications Limited Airtel Nigeria Data is Life Cracking Nigeri Rilm Nigeri Rilm Rilm Rilm Rilm Rilm Rilm Rilm Ril | Film Craft | Shortlist | | Kasapreko Company Limited | Alomo Bitters TV Commercial | Nigeria |
| Film Craft Shortlist IMTED AB/ InBev / HERO HERO : Nwanne Di Uto Nigeri Imited IMTED Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Colgate Nigeria Bring it on Musa Nigeri Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Shortlist Dentsu Creative Netflix Nollywood is Home 2.0 Nigeri Nigeri Integrated Digital Campaign Silver Boomplay Boomplay Boomplay Boomplay Pass The Mic Nigeri Integrated Digital Campaign Silver dentsu XNigeria Hennessy Hennessy VS All I Need Nigeri | Film Craft | Shortlist | | Maltina | | Nigeria |
| Film Craft Shortlist LIMTED AB/InBev/HERO HERO: Nwanne Di Uto Nigeri Print Craft Silver Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Shortlist Dentsu Creative Netflix Nollywood is Home 2.0 Nigeri Print Craft Shortlist Spice 360 Limited Lush Hair The Beauty of Freedom Nigeri Digital Integrated Digital Campaign Gold CANAL+ INTERNATIONAL Integrated Digital Campaign Silver dentsu XNigeria Hennessy Hennessy SAII Need Nigeri | Film Craft | Shortlist | PHD Media | Transsion | Tecno Camon 19 - Roles Reversed | Nigeria |
| Print Craft Silver Communications Limited Print Craft Silver Silver Noah's Ark Communications Limited Print Craft Silver | Film Craft | Shortlist | _ | AB/ InBev/ HERO | HERO: Nwanne Di Uto | Nigeria |
| Print Craft Silver Communications Limited Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Print Craft Silver Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Nogeri Nigeri Print Craft Bronze Noah's Ark Communications Limited Nogeria Nigeri Nigeri Nigeri Print Craft Shortlist Dentsu Creative Netflix Nollywood is Home 2.0 Nigeri | Print Craft | Silver | | Airtel Nigeria | Data is Life Cracking | Nigeria |
| Print Craft Silver Communications Limited Colgate Nigeria Data is Life Frozen Nigeri Print Craft Silver Noah's Ark Communications Limited Colgate Nigeria Bring it on Musa Nigeri Print Craft Silver Noah's Ark Communications Limited Print Craft Silver Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Noah's Ark Communications Limited Print Craft Bronze Noah's Ark Communications Limited Noah's Ark Communications Limited Worker's Day Toxicity Nigeri Nigeri Print Craft Bronze Print Craft Bronze Print Craft Bronze Noah's Ark Communications Limited Nigeri Nigeri Print Craft Bronze Noah's Ark Communications Limited Noah's Ark Communications Limited Nigeri Nigeri Nigeri Data is Life Breaking Nigeri | Print Craft | Silver | | Colgate Nigeria | Bring it on Mke | Nigeria |
| Print Craft Silver Communications Limited Print Craft Silver Silver Silver Silver Silver Silver Communications Limited Colgate Nigeria Silver Communications Limited Print Craft Silver | Print Craft | Silver | | Airtel Nigeria | Data is Life Frozen | Nigeria |
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| Integrated Digital Campaign Silver dentsu X Nigeria Hennessy Hennessy VS All I Need Nigeri | Integrated Digital Campaign | Silver | | Boomplay | Boomplay Pass The Mc | Nigeria |
| | Integrated Digital Campaign | Silver | | . , | . , | Nigeria |
| piniegraleo Digital Campaign Snortlistjop in the Skyllo IGobal Accelerex IWe ve Met Before - Global Accelerex Nideri | Integrated Digital Campaign | | UP IN THE SKYLTD | Global Accelerex | We've Met Before - Global Accelerex | Nigeria |

| Integrated Digital Campaign | Shortlist | Sphere Media Technologies | Eastern Trading Ltd | Eastern Trading 70 Years Anniversary | Mauritius |
|-------------------------------------|---------------|--------------------------------------|---------------------------|--|-----------------|
| Messaging | Silver | Dentsu Creative | Budweiser Nigeria | BUD X | Nigeria |
| Messaging | Shortlist | Dentsu Creative | Netflix | Nollywood is Home 2.0 | Nigeria |
| Social Media Campaigns | Grand Prix | Dentsu Creative | Budweiser Nigeria | Smooth King Remix2 | Nigeria |
| Social Media Campaigns | Silver | Dentsu Creative | Budweiser Nigeria | Budweiser King of Football (Twitter Space) | Nigeria |
| Social Media Campaigns | Silver | X3M Ideas | Neusroom | Neusroom - Vote to predict your future | Nigeria |
| Social Media Campaigns | Silver | Noah's Ark Communications Limited | Airtel Nigeria | Data is Life 5.0 Esther | Nigeria |
| Social Media Campaigns | Bronze | digitxplus | Airtel | Airtel Breaks the Bias | Nigeria |
| Social Media Campaigns | Bronze | Neukleos | Golden Morn | King of Breakfast | Nigeria |
| Social Media Campaigns | Bronze | digitXplus | Airtel | Data is life | Nigeria |
| Social Media Campaigns | Bronze | UP IN THE SKY LTD | | Easter Dailies | Nigeria |
| Social Media Campaigns | Bronze | digitxplus | Airtel | Tiwa Savage LIVE On Airtel TV | Nigeria |
| Social Media Campaigns | Bronze | Mantra | Cape Verde Government | Names | Cape Verde |
| Social Media Campaigns | Bronze | digitXplus | Diageo/Johnnie Walker | Walkers District | Nigeria |
| Social Media Campaigns | Bronze | L'Agence X | | Maintenant c'est fait | lvory Coast |
| Social Media Campaigns | Bronze | Octoplus Marketing Group | | Wonderland Lagos | Nigeria |
| Social Media Campaigns | Shortlist | Mantra | Unitel T+ | In your own way | Cape Verde |
| Social Media Campaigns | Shortlist | Noah's Ark Communications Limited | Smartcash PSB | Smartcash PSB Troubles | Nigeria |
| Social Media Campaigns | Shortlist | digitXplus | Airtel | Airtel Celebrates Naija | Nigeria |
| Social Media Campaigns | Shortlist | UP IN THE SKY LTD | | Use your PVC | Nigeria |
| Social Media Campaigns | Shortlist | Neukleos | Maggi | Where There's Jollof, There Is Maggi. | Nigeria |
| Social Media Campaigns | Shortlist | L'Agence X | | Un seul bureau suffit, bonne fête papa | lvory Coast |
| Social Media Campaigns | Shortlist | Nerdware | South African Road Agency | Living in Full Colour | South Africa |
| Social Media Campaigns | Shortlist | ONEWILDCARD LIMITED | Devon King's | How You See Am? | Nigeria |
| Social Media Campaigns | Shortlist | UP IN THE SKYLTD | Arla Dano | Finish it | Nigeria |
| Websites Microsites Web services | Silver | X3MIdeas | The Extra Step Initiative | The Soot Life expectancy - www.SootCity.com | Nigeria |
| Websites Microsites Web services | Silver | Nerdware | South African Road Agency | Revitalizing a National Road Agency's Digital Marketing Efforts | South Africa |
| Entertainment | | | | | |
| Entertainment Audio | Bronze | X3M Ideas | | THE XPERIMENT ALBUM | Nigeria |
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ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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