

Levergy shortlisted for record number of Sport Industry Awards

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Following the announcement of the 2018 Sport Industry Awards shortlist, sport and entertainment agency Levergy has attained a record 20 shortlisted entries ahead of the awards ceremony. The agency is nominated across 13 categories which include Campaign of the Year, Agency of the Year, Best Use of PR and Best Use of Social Media.



Levergy clients Audi and New Balance are joint tied for the most number of shortlisted entries for any brand with eight shortlistings, another three for SuperSport and the Agency of the Year nomination making up the total.

“We’re obviously delighted to have this many entries up for nomination but equally pleased to have been represented so well across the categories, which is testament to the diversity of skills we have amongst such a talented group of people,” commented Struan Campbell, co-founder of Levergy. “We’re also incredibly lucky to have a brave set of partners who give us the backing and confidence to create impactful work for their respective brands. We place a huge focus on work that is simple and creative but most importantly work that delivers results for our partners – and the work that has been recognised has done exactly that.”

The good news comes off the back of a great year in 2017 for Levergy, where they were awarded nine awards, including Campaign of the Year and Agency of the Year, at the 2017 edition of the Sport Industry Awards and welcomed new partners on board including Sasol and the JAG Foundation among others.

“It’s a great way to end off a good first quarter of 2018 for the agency. We have started the year off with a bang and will be making some more big announcements very soon,” added Clint Paterson, Levergy CEO. “I want to thank the Sport Industry SA Group and the steering committee members for their recognition. We look forward to hosting the judges and wish everyone involved the best of luck. We’ll see you at the awards evening!”

For more information on Levergy and for contact details go to www.levergy.co.za or follow @levergy_sa on Twitter or @levergy_official on Instagram.

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