

Grey South Africa wins Gold, Silver and Bronze at Loeries 2017

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This weekend Grey Africa proved that you don't have to be a big agency to win at the Loeries. In short, the agency won:

- Gold in the Radio Station Commercials category for its 'Times Change' Duracell Duralock radio campaign
- Silver for its #Satellife campaign in the Ambient & Alternative Media category
- Bronze for the NSPCA #DogFight in the Transit & Air category

The advertising agency also celebrated huge success earlier this year when the Duralock ad won a gold Cannes Lion.



The ad starts off with an ironic voice-over with the overtone of a sad tune being played on a piano in the background taking listeners on a nostalgic journey back to 2007, highlighting the ten-year duration of Duracell Quantum batteries in storage. It takes a charming and amusing look at past and current trends, events, politicians, celebrities and technology and emphasises how much things can change in ten years. But the one constant is a Duracell Quantum battery.

Duracell is the world's leading manufacturer of high performance alkaline batteries, specialty cells and rechargeable batteries. Since its foundation in the early 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries.

Satellife on the other hand, is a campaign which GREY installed earlier this year. The project creates a solution to a problem unheard of in suburban South Africa, i.e. a simple, life-saving solution which employs the use of effective visual design to aid residents who encounter medical and other emergencies. Satellife employs the use of creatively designed, multi-coloured vinyls which are stuck onto satellite dishes and mounted onto houses, allowing paramedics and other emergency professionals to easily locate house numbers in the event of a crisis.

Loeries 2017 also saw the agency receive bronze in the Outdoor Air and Transit category for its controversial NSPCA Dog Fighting campaign.

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