



**REDHOUSE
GROUP**

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BBDO Mediaedge Snatches the Grand Prix in a Triple Win at the 2016 Loeries



Above: (Left to right) BBDO Mediaedge Interactive Managing Director Esther Ngomeli, Creative Director Robert Ngang'a and Director of Business Planning and Development Daniel Maingi

Nairobi/ August 25th, 2016... The Advertising firm, which is part of Redhouse Group won the **Loeries Grand Prix - the most coveted, and highest honour in creative advertising competition - in addition to a Gold and Silver in two categories for its advertising campaign dubbed, Twende Kazi, Team Kenya for Tusker; Kenya's number one beer. This is the first time that a Kenyan agency has lifted a Loeries Grand Prix.**

Integrated Marketing and Communication powerhouse, Redhouse Group, through its advertising and marketing firm, BBDO Mediaedge Interactive is the winner of the coveted advertising award; Grand Prix in the just concluded 2016 **Loeries Awards** held in Durban, South Africa. The Loeries is an Africa and the Middle East Advertising Industry initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry.

BBDO Mediaedge Interactive scooped the Gold and Grand Prix in the category of Digital and Interactive Communication. The campaign also won a Silver in the Media Innovation category. The Grand Prix is awarded to an entry if it is deemed to be truly exceptional and representative of the highest possible standards.

The Loeries Awards are known to promote and support creativity by helping marketers; agencies and consumers appreciate the value of ideas and fresh thinking. The awards are judged by an independent and anonymous panel of judges and are considered to be the highest accolade for creativity and innovation across Africa and Middle East.

Speaking about the award, Robert Ng'ang'a the lead Creative Director who worked on the campaign said, "our goal was to touch each and every Kenyan with this communication and the **Twende Kazi, Team Kenya** campaign achieved just that." This campaign, added Ng'ang'a, was a rallying call to – over and above market one of Kenya's most iconic brands, also unify Kenyans in spite of our diversity, and often trying times.

Ng'ang'a added that the intention was to change the mood of the nation, rekindle a spirit of unity and also bring back Tusker into the hearts and minds of Kenyans as a the most loved and admired national brand.

The **Twende Kazi, Team Kenya** campaign rallied Kenyans to support and celebrate sports heroes by joining the **Team Kenya** movement. This was done through a creation of an USSD platform that was used to communicate and reward Kenyans for joining the team to support the country's heroes and heroines such as the Rio Olympic team that saw Kenya win 13 medals – 6 Gold, 6 Silver and 1 Bronze.

"The evolution of technology over the last two decades has drastically changed the way brands and businesses execute their communication. The most effective campaigns integrate the best of traditional and online channels to deliver holistic story-telling strategies. This is a win to all Kenyans," said Ng'ang'a.

Commenting on the win, BBDO Mediaedge Interactive **Managing Director, Esther Ngomeli** said that the **BBDO Africa Network** was the only agency to snatch 2 Grand Prix Loeries at the 2016 Africa's premier creative awards. "Even more gratifying, beyond notching up with unprecedented 16 trophies for the Africa network, we also won this historic Grand Prix, Gold and Silver - a real first for Kenya."

About Redhouse Group

Redhouse Group is Kenya's fastest growing Integrated Marketing Communication Group that provides leading brands with insight-led and result-driven solutions in Advertising, Design, Strategic Planning, Public Relations, Digital, Media Planning and Audio-Visual production services across East Africa. Redhouse Group represents **Omnicom Group's** www.omnicomgroup.com network companies – TBWA, BBDO, Digital Arts Network (DAN) and Ketchum in Kenya and East Africa.

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