

Cannes Lions Rankings: SA up one position to 13th

By [Danette Breitenbach](#)

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The Cannes Lions rankings have been announced and South Africa is ranked 13th globally - up one place from last year.



Source © Adobo Magazine [Adobo Magazine](#) South Africa is ranked 13th overall in the Cannes Lions rankings

The Lions Creativity Report has been released. The Report is the ultimate global benchmark for impactful creativity and includes the rankings of the most creative businesses and people in the world, based on performance at Cannes Lions.

Ranking by country

In the country rankings, Ogilvy South Africa (Johannesburg) has moved up six places to the number one agency in the country. VMLY&R Johannesburg is a new entry in second place and Grey has moved into third, up two positions. There are a number of new entries this year. The Odd Number makes an appearance in the country rankings as a new entry as well as in the regional rankings. Joe Public moves down two places to 6th position, but Shift Joe Public is a new entry at 8th position.

Rank				
1	OGILVY SOUTH AFRICA	Johannesburg	SOUTH AFRICA	6
2	VMLY&R	Johannesburg	SOUTH AFRICA	New entry
3	GREY SOUTH AFRICA	Johannesburg	SOUTH AFRICA	2
4	THE ODD NUMBER	Johannesburg	SOUTH AFRICA	New entry
5	FCB JOHANNESBURG	Johannesburg	SOUTH AFRICA	New entry
6	JOE PUBLIC UNITED	Johannesburg	SOUTH AFRICA	-2
7	VMLY&R	Cape Town	SOUTH AFRICA	New entry
8=	SHIFT JOE PUBLIC	Johannesburg	SOUTH AFRICA	New entry
8=	TBWAHUNTILASCARIS	Johannesburg	SOUTH AFRICA	-7



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27 Jun 2022



Ranking by region

Ogilvy South Africa is ranked third in the Middle East & Africa region, moving up 16 positions, while VMLY&R Johannesburg is in fifth, moving up seven places. Dubai-based agency Impact BBDO retains its number one spot, while Havas Middle East, a new entry, is ranked second. Grey South Africa, The Odd Number and FCB Johannesburg make up the rest of the South African agencies in the Top 10. Joe Public has lost its number one spot, and now sits at 12th position.

Rank				
1	IMPACT BBDO	Dubai	UNITED ARAB EMIRATES	-
2	HAVAS MIDDLE EAST	Dubai	UNITED ARAB EMIRATES	New entry
3	OGILVY SOUTH AFRICA	Johannesburg	SOUTH AFRICA	16
4	HORIZON FCB	Dubai	UNITED ARAB EMIRATES	New entry
5	VMLY&R	Johannesburg	SOUTH AFRICA	7
6	GREY SOUTH AFRICA	Johannesburg	SOUTH AFRICA	11
7	OGILVY AFRICA	Nairobi	KENYA	New entry
8	THE ODD NUMBER	Johannesburg	SOUTH AFRICA	New entry
9	TBWAAAD	Dubai	UNITED ARAB EMIRATES	-3
10	FCB JOHANNESBURG	Johannesburg	SOUTH AFRICA	New entry
11	VMLY&R COMMERCE	Dubai	UNITED ARAB EMIRATES	New entry
12	JOE PUBLIC UNITED	Johannesburg	SOUTH AFRICA	1
13	PUBLICIS MIDDLE EAST	Dubai	UNITED ARAB EMIRATES	New entry
14	VMLY&R	Cape Town	SOUTH AFRICA	-2
15	KEKO FZ-LLC	Dubai	UNITED ARAB EMIRATES	New entry
16=	LEO BURNETT	Beirut	LEBANON	-11
16=	WUNDERMAN THOMPSON	Riyadh	SAUDI ARABIA	New entry
18=	CIRCUS!	Moka	MAURITIUS	New entry
18=	LEO BURNETT	Riyadh	SAUDI ARABIA	-13
18=	SAATCHI & SAATCHI DUBAI	Dubai	UNITED ARAB EMIRATES	New entry
18=	SERVCEPLAN MIDDLE EAST	Dubai	UNITED ARAB EMIRATES	New entry
18=	WUNDERMAN THOMPSON	Dubai	UNITED ARAB EMIRATES	New entry



Final Cannes Lions 2022 Awards

25 Jun 2022



Gobal rankings

South Africa has moved one position up into the 13th position.

Rank		
1	USA	-
2	UNITED KINGDOM	-
3	BRAZIL	-
4	FRANCE	-
5	INDIA	5
6	GERMANY	-
7	CANADA	-2
8	SPAIN	-
9	ITALY	-2
10	UNITED ARAB EMIRATES	1
11=	AUSTRALIA	-3
11=	BELGIUM	6
11=	SWEDEN	-2
12	ARGENTINA	3
13	SOUTH AFRICA	1

14	JAPAN	-1
15	MEXICO	-
16=	DENMARK	1
16=	NEW ZEALAND	-1
16=	PERU	2
17=	HONDURAS	New entry
17=	PORTUGAL	6
17=	THE NETHERLANDS	2
18	COLOMBIA	-6
19	THAILAND	-2
20=	CHILE	3
20=	CHINA	-
20=	IRELAND	-2
21=	HONG KONG	-1
21=	POLAND	1
21=	UKRAINE	2
22=	AUSTRIA	New entry
22=	ICELAND	New entry
22=	NORWAY	-1
22=	PUERTO RICO	New entry
22=	SINGAPORE	-5
23=	BANGLADESH	-1
23=	MALAYSIA	-2
23=	ROMANIA	-10
23=	SOUTH KOREA	-1
23=	TURKEY	-5
24=	BOLIVIA	New entry
24=	CZECH REPUBLIC	-5
24=	EL SALVADOR	New entry
24=	ESTONIA	New entry
24=	GREECE	-1
24=	KENYA	New entry
24=	LATVIA	-8
24=	THE PHILIPPINES	-2
24=	VIETNAM	New entry

Access all the rankings [here](#).

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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