

Agency and Network of the Year announced for Gerety Awards 2020

After announcing the winners for its second edition last week, the Gerety Awards has announced the Agency and Network of the Year for the 2020 Awards. 72andSunny Los Angeles and Havas respectively were awarded.



Havas Johannesburg won a Shortlist award for Take This Thread in the Work For Good Cut.

On being awarded Agency of the year, Matt Murphy, Partner/Executive Creative Direction, 72andSunny said "It's an honour and a privilege to be recognized by the esteemed jury made up of the top female talent in our industry as the most awarded agency. 72andSunny believes in the power of unignorable creativity and this is an achievement which everyone in the company will be extremely proud of."



One Silver, one Bronze and two Shortlists for SA at the Gerety Awards

19 Oct 2020



72andSunny received 2 Golds, 3 Silvers, and 2 Bronze which included:

- Gold with Next 100 for National Football League in the Entertainment Cut for TV/Cinema
- Silver with Swipe Night for Tinder in the Communication Cut for Digital
- Silver with Swipe Night for Tinder in the Entertainment Cut Digital
- Silver with Next 100 for National Football League in the Experience Cut for TV/Cinema
- Bronze with Swipe Night for Tinder in the Experience Cut for Digital
- Bronze with Swipe Night for Tinder in the Innovation Cut for Digital
- Gold with Swipe Night for Tinder in the Media Cut Digital

Havas was awarded Network of the year, and received 1 Gold, 6 Silvers, 4 Bronze and 3 Shortlists across 7 agencies, from France, Australia, South Africa, USA, Brazil and Spain.

Mercedes Erra, president of Havas Worldwide and co-founder and president of BETC (Brazil, France, UK, China) said, "I am proud that both my agency, BETC, and my network, Havas, have remarkably performed at the Gerety Awards this year. It is the fruit of continuous efforts. It is the work of our most talented people. Congrats to them. I like so much this female gaze on creativity!"

The winning works include:

- Silver for BETC/Havas Sao Paulo with #HerSheGallery for HERSHEY's in the Communication Cut
- Bronze for BETC with Rebuild the world for Lego in the Communication Cut
- Bronze for BETC/Havas Sao Paulo with #HerSheGallery for HERSHEY's in the Craft Cut
- Silver for BETC/Havas Sao Paulo with The 9'58 Biography for PUMA in the Craft Cut
- Gold for BETC with Crocodile inside for Lacoste in the Craft Cut
- Shortlist for BETC with 100 years of fans for Citroën WRC in the Craft Cut
- Silver for BETC with Crocodile free for Lacoste in the Experience Cut
- Bronze for Arnold Worldwide Boston within Someone Else's Shoes for Santander Bank in the Experience Cut
- Shortlist for Havas Madrid with Fieeld for Santander Bank in the Innovation Cut
- Silver for Host/Havas with Bring On Winter for Air New Zealand in the Media Cut
- Silver for Arnold Worldwide Boston with Don't Retire, Kid for Project Play in the Media Cut
- Silver for BETC with Crocodile free for Lacoste in the Work For Good Cut
- Shortlist for Havas Johannesburg with Take This Thread for Take This Thread in the Work For Good Cut
- Shortlist for Havas London with Let What's Inside Out for Topshop x Calm in the Work For Good Cut

Gerety Awards co-founder Lucia Ongay concludes: "When defining the greatest in advertising through the female lens we have a responsibility to celebrate only the very best. Advertisers who want to know how to target the world's most powerful consumers need to look no further than the Gerety winners list".

See all the winners [here](#).

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