

# All the Pitcher Awards 2021 winners!

The three-day Pitcher Awards Festival 2021 culminated on 22 May with the Pitcher Awards which was streamed at the Pitcher Festival website and broadcast on television networks of TVC Entertainment and TVC News.



The highlights of the show were the winning of Grand Prix in Film by Caractère, Dakar, Senegal for their work JigeeenJangal for Sonatel Orange Group; the winning of Grand Prix in Live Events by King James Group, Cape Town, South Africa for The Olympian, made for Sanlam. The Awards Show also celebrated the winning of Grand Prix by Noah's Ark Communications, Lagos for their Work Hardcore Filtered Guys in Outdoor for Airtel Nigeria.

In special awards, mediaReach OMD, Nigeria was recognised as Media Agency of the Year, while King James Group, Cape Town, South Africa became the Pitcher Awards 2021 Advertising Agency of the Year.

Speaking at the Awards Show, the chairman of the Pitcher Festival of Creativity, Nnamdi Ndu said: "If there was anything to celebrate at this season, it was the fact that despite the difficulty brought about by the pandemic, creativity never took the back seat in Africa."

He went on to thank the jurors for their excellent work and to congratulate all the winners.

All the winners including Shortlist, Bronze, Silver, Good, Gold and Grand Prix are already published at the Pitcher Festival [website](#) and are available for viewing.

Integrated Campaigns			
Award	Entrant company	Country	View
Gold	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac ColourVogue 2020</a>
Gold	Caractère	Senegal	<a href="#">JigeeenJangal Sonatel Orange Group Integrated</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">Hypo Disinfection Campaign</a>
Bronze	Mantra Pu	Cape Verde	<a href="#">SPIRIT TONIC WATER</a>
Silver	mediaReach OMD	Ghana	<a href="#">House of Walker- First Ever Johnnie Walker Experience Pop Up Store</a>
Silver	Arden & Newton	Nigeria	<a href="#">Equalize Pay Gap</a>
Shortlist	VIZEUM Nigeria	Nigeria	<a href="#">HERO LAGER CLAN CAN 1</a>
Bronze	Mediafuse Dentsu - Vizeum	Nigeria	<a href="#">Glenfiddich Where Next?</a>
Bronze	Now Available Africa	Ghana	<a href="#">IOM- International Organisation for Migration - NO PLACE LIKE HOME</a>
PR & Reputation Management			
Bronze	Opinion&Public	Ivory Coast	<a href="#">Local Solutions Against Global Pandemic - PR</a>
Bronze	mediaReach OMD	Ghana	<a href="#">Yen Nhyin Baom</a>
Shortlist	TBWA/Concept	Nigeria	<a href="#">End SARS Campaign</a>
Gold	King James Group	South Africa	<a href="#">Sanlam - TheOlympian</a>
Use of Data			
Gold	Dentsu Aegis Network Kenya	Kenya	<a href="#">The Bantering Billboard - Safaricom PLC</a>
Use of Influencers & Brand Ambassadors			
Shortlist	Ogilvy Nigeria	Nigeria	<a href="#">Telemundo Africa Tik Tok Launch - Influencers</a>
Shortlist	Mediafuse Dentsu - Vizeum	Nigeria	<a href="#">BUDWEISER KINGS OF FOOTBALL SHOW</a>
Shortlist	Now Available Africa	Ghana	<a href="#">Johnnie Walker's 200th - JW 200th</a>
Gold	King James Group	South Africa	<a href="#">Gogo - The value of time</a>
Use of Insights & Strategy			
Silver	mediaReach OMD	Nigeria	<a href="#">Darling Hair BBN - Insights</a>
Shortlist	Isobar Nigeria	Nigeria	<a href="#">Smooth Naija King - Strategy</a>
Gold	Caractère	Senegal	<a href="#">JigeeenJangale Sonatel Orange Group - Insights</a>
Shortlist	Ogilvy Nigeria	Nigeria	<a href="#">Telemundo Africa TikTok Launch - Insights</a>
Bronze	mediaReach OMD	Ghana	<a href="#">My Malta Guinness Story</a>
Use of Media			
Bronze	mediaReach OMD	Nigeria	<a href="#">Darling Hair BBN</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">Dulux BBN 2020</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">Tasty Tom</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">WAW Moments on BBN</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">Wipe off COVID with Hypo - Media</a>
Silver	mediaReach OMD	Nigeria	<a href="#">Indomie Owambe Party</a>
Shortlist	mediaReach OMD	Nigeria	<a href="#">Secured Satisfaction</a>
Bronze	Mantra Pu	Cape Verde	<a href="#">Fisherman</a>
Gold	CIRCUS! Mauritius	Mauritius	<a href="#">KFC Say No To Plastic</a>
Silver	mediaReach OMD	Ghana	<a href="#">Johnnie Walker 200th Anniversary- Striding Man OOH Execution</a>
Gold	Dentsu Aegis Network Kenya	Kenya	<a href="#">The Bantering Billboard - Safaricom PLC 1</a>
Bronze	mediaReach OMD	Ghana	<a href="#">Rekognize Campaign</a>
Bronze	Isobar	Nigeria	<a href="#">Smooth Kick-Off</a>
Bronze	Nelson Reids	Nigeria	<a href="#">Kimpton Kawana Bay</a>
Shortlist	mediaReach OMD	Ghana	<a href="#">A-Life Soap Campaign</a>
Bronze	Mediafuse Dentsu - Vizeum	Nigeria	<a href="#">GLENFIDDICH - WHERE NEXT?</a>
Silver	Mediafuse Dentsu - Vizeum	Nigeria	<a href="#">BUDWEISER KINGS OF FOOTBALL TV SHOW</a>
Apps			
Bronze	SHIFTIN	Algeria	<a href="#">Canbebe Mobile App</a>
Messaging			
Shortlist	digitXplus	Nigeria	<a href="#">Guinness - Your First Drink On Us</a>
Social Media Campaigns			
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Maltina Variants (Flavour Quest) - SM</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Mbbile Number Portability (Tailor)</a>
Shortlist	Webcoupers	Nigeria	<a href="#">One Bank by Sterling</a>

Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">AIRTEL TV (AWAKA MUST GO) SM</a>
Shortlist	Isobar Nigeria	Nigeria	<a href="#">King is born 1/2</a>
Shortlist	Isobar Nigeria	Nigeria	<a href="#">King is born 2/2</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">AIRTEL NIGERIA (444) Social Media</a>
Shortlist	Isobar	Nigeria	<a href="#">Nivea Dry 1/3</a>
Bronze	TBWA/Concept	Nigeria	<a href="#">End Sars Campaign 2</a>
Bronze	digitXplus	Nigeria	<a href="#">Johnnie Walker - Party Night, Johnnie HighBall</a>
Shortlist	EchoHouse Ghana Limited	Ghana	<a href="#">CLOSE UP K.I.S.S. GUIDE 1/3</a>
Shortlist	PhD Media	Ghana	<a href="#">CloseUp Free to Love Campaign</a>
Shortlist	EchoHouse Ghana Limited	Ghana	<a href="#">CLOSE UP K.I.S.S. GUIDE 2/3</a>
Shortlist	EchoHouse Ghana Limited	Ghana	<a href="#">CLOSE UP K.I.S.S. GUIDE 3/3</a>
<b>Comic Skits</b>			
Bronze	ONEWILDCARD	Nigeria	<a href="#">Surecal</a>
Shortlist	TBWA/Concept	Nigeria	<a href="#">Nepa</a>
<b>Entertainment Film</b>			
Bronze	Accelerate TV	Nigeria	<a href="#">Off The Menu</a>
Shortlist	Accelerate TV	Nigeria	<a href="#">Shade Corner</a>
Bronze	Up In The Sky	Nigeria	<a href="#">Training Day Short Film</a>
Gold	Accelerate TV	Nigeria	<a href="#">Streets of Lagos</a>
<b>Live Events</b>			
Silver	Carat	South Africa	<a href="#">Guinness: Night Football Goal Challenge</a>
Grand Prix	King James Group	South Africa	<a href="#">The Olympian 3</a>
<b>Music Video</b>			
Bronze	TBWA/Concept	Nigeria	<a href="#">Music Time 1</a>
<b>Sports</b>			
Gold	King James Group	South Africa	<a href="#">The Olympian 4</a>
<b>Use of Music</b>			
Gold	CIRCUS! Mauritius	Mauritius	<a href="#">Pepsi 2020 Film - Use of Music</a>
Bronze	Isobar Nigeria	Nigeria	<a href="#">Smooth Naija King - Music</a>
Shortlist	Dentsu MogyarBowen Lagos	Nigeria	<a href="#">Lucozade Energy to Get Thru it</a>
Shortlist	Isobar Nigeria	Nigeria	<a href="#">King is born</a>
Bronze	Adeptus Advertising	Nigeria	<a href="#">Camera</a>
Silver	TBWA/Concept	Nigeria	<a href="#">Music Time</a>
Bronze	TBWA/Concept	Nigeria	<a href="#">EID Campaign 1</a>
<b>COVID-19</b>			
Shortlist	Mantra Pu	Cape Verde	<a href="#">THE SUN</a>
Good	King James Group	South Africa	<a href="#">The Olympian 2</a>
Silver	King James Group	South Africa	<a href="#">Wet Paint 1</a>
Bronze	mediaReach OMD	Nigeria	<a href="#">STUDY FROM HOME WITH KELLOGG'S</a>
Shortlist	Up In The Sky	Nigeria	<a href="#">Villains</a>
Shortlist	Opinion&Public	Ivory Coast	<a href="#">Local Solutions Against Global Pandemic - COVID</a>
Bronze	Carat	South Africa	<a href="#">NIVEA Take Extra Care</a>
Bronze	PhD Media	Ghana	<a href="#">Lifebuoy Ghana DoTheLifebuoy</a>
Shortlist	Now Available Africa	Ghana	<a href="#">NAA COVID-19 CARE CAMPAIGN</a>
Shortlist	5ive Ltd	Kenya	<a href="#">Pride Dishwashing liquid- My Tough is Enough</a>
<b>For Profit Organizations</b>			
Silver	Caractère	Senegal	<a href="#">JigeeenJangale Groupe Sonatel Orange - Strategy</a>
Shortlist	ONEWILDCARD	Nigeria	<a href="#">Gender Permit</a>
Shortlist	ONEWILDCARD	Nigeria	<a href="#">Speak Truth To Power - Good</a>
<b>Non-Profit Organizations</b>			
Silver	Up In The Sky	Nigeria	<a href="#">Training Day Short Film - Good</a>
Shortlist	Mantra Pu	Cape Verde	<a href="#">Traps</a>
Shortlist	TBWA/Concept	Nigeria	<a href="#">End Rape Campaign 2</a>
Shortlist	digitXplus	Nigeria	<a href="#">She is NOT FOR SALE</a>
Bronze	TBWA/Concept	Nigeria	<a href="#">End Rape Campaign 1</a>
Bronze	TBWA/Concept	Nigeria	<a href="#">End Sars Campaign 1</a>
<b>Audio</b>			
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">AIRTEL NIGERIA (444) RADIO</a>
Bronze	SMC	Ghana	<a href="#">It's Complicated [Radio Commercial]</a>

Shortlist	TBWA/Concept	Nigeria	<a href="#">Tropicana Slim</a>
Shortlist	TBWA/Concept	Nigeria	<a href="#">The Hand</a>
<b>Branded Content</b>			
Gold	Caractère	Senegal	<a href="#">HumanInNature - Integrated Annual Report 2019</a>
Shortlist	Takeout Media	Nigeria	<a href="#">Xpress yourself</a>
<b>Design</b>			
Silver	Dentsu MgarriBowen Lagos	Nigeria	<a href="#">Orijin Talk to Nigeria 3/3 Design</a>
Shortlist	ONEWILDCARD	Nigeria	<a href="#">Be Independent</a>
Silver	Dentsu MgarriBowen Lagos	Nigeria	<a href="#">Orijin Talk to Nigeria 2/3 Design</a>
Silver	Dentsu MgarriBowen Lagos	Nigeria	<a href="#">Orijin Talk to Nigeria 1/3 Design</a>
Gold	Caractère	Senegal	<a href="#">HumanInNature - Integrated Annual Report 2019 - Design</a>
<b>Film</b>			
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Maltina Variants (Flavour Quest)</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Mobile Number Portability (Tailor) 1</a>
Grand Prix	Caractère	Senegal	<a href="#">JigeenJangal Sonatel Orange Group Film</a>
Silver	King James Group	South Africa	<a href="#">The Olympian 1</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Know Your Size 1</a>
Shortlist	Up In The Sky	Nigeria	<a href="#">Appreciated TVC</a>
Silver	Dentsu MgarriBowen Lagos	Nigeria	<a href="#">Orijin Talk to Nigeria</a>
Silver	CIRCUS! Mauritius	Mauritius	<a href="#">Pepsi 2020 Film</a>
Shortlist	Wema Bank Plc	Nigeria	<a href="#">The Future of Banking</a>
Gold	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation</a>
Silver	King James Group Johannesburg	South Africa	<a href="#">Human Nature</a>
Shortlist	TBWA/Concept	Nigeria	<a href="#">Spotlight Initiative</a>
Shortlist	5ive Ltd	Kenya	<a href="#">My tough is enough</a>
<b>Outdoor, Installations &amp; Activations</b>			
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communication Limited (Xenophobia) 1/3</a>
Grand Prix	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Data is Life (Hardcore Filtered Guys) 1/4</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communication Limited (Xenophobia) 2/3</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation 4/4</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation 1/4</a>
Bronze	Outori Limited	Nigeria	<a href="#">Sweet Sixty - World's Largest Cupcake Mosaic (Logo)</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation 2/4</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Murder 1/2</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communication Limited (Xenophobia) 3/3</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation 3/4</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Murder 2/2</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 2/3</a>
Gold	Dentsu Aegis Network Kenya	Kenya	<a href="#">Safaricom PLC - The Bantering Billboard</a>
Silver	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac Thousands 2/2</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 1/3</a>
Gold	King James Group	South Africa	<a href="#">Wet Paint 2</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 3/3</a>
Silver	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac Thousands 1/2</a>
Grand Prix	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Data is Life (Hardcore Filtered Guys) 3/4</a>
Grand Prix	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Data is Life (Hardcore Filtered Guys) 2/4</a>
Grand Prix	Noah's Ark Communications Limited	Nigeria	<a href="#">Airtel Data is Life (Hardcore Filtered Guys) 4/4</a>
<b>Print</b>			
Shortlist	Adeptus Advertising	Nigeria	<a href="#">Eze goes to school 2/2</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communications Limited (13th Anniversary) Print 2/2</a>
Shortlist	Adeptus Advertising	Nigeria	<a href="#">Eze goes to school 1/2</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communications Limited (Xenophobia) 3/3</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communications Limited (Xenophobia) 1/3</a>
Shortlist	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communications Limited (13th Anniversary) Print1/2</a>
Bronze	Noah's Ark Communications Limited	Nigeria	<a href="#">Noah's Ark Communications Limited (Xenophobia) 2/3</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 3/5</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 5/5</a>

Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 4/5</a>
Bronze	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac Colourvogue 2020 2/3</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 2/5</a>
Bronze	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac Colourvogue 2020 1/3</a>
Shortlist	3Verse	South Africa	<a href="#">Live Happy Side Up 1/5</a>
Bronze	CIRCUS! Mauritius	Mauritius	<a href="#">Mauvilac Colourvogue 2020 3/3</a>
Gold	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation Print 1/4</a>
Gold	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation Print 3/4</a>
Gold	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation Print 2/4</a>
Gold	Noah's Ark Communications Limited	Nigeria	<a href="#">Stop Female Genital Mutilation Print 4/4</a>

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