

Craft Category Results

AGENCY	TITLE	CLIENT	MEDAL
FILM CRAFT			
Best Use of TV Animation			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Gold
Yellow Brick Road (YBR)	my MTNng app Lyric Video	MTN	Silver
Best Production Design and Art Direction			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Gold
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Silver
Insight Publicis Limited	FIRE ON!	Seven Up Bottling Company	Bronze
Best Film Editing			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Gold
TBWA\Concept Limited	JAMESON BLACK BARREL X TEMS	Jameson	Silver
Insight Publicis Limited	FIRE ON!	Seven Up Bottling Company	Silver
dentsuMCGARRYBOWEN Limited	'DEEPLY ROOTED' CAMPAIGN TVC	ORIJIN	Silver
X3M Marketing Ideas Limited	Lyrics of Innocence	Nirvana Water	Silver
Best Use of Music			
IMS Advertising Limited	EKU ISE - OMOLUABI INSIDE OUT	GOLDBERG	Gold
Noah's Ark Communications Limited	Airtel Data is Life Esther	Airtel Nigeria	Gold
dentsuMCGARRYBOWEN Limited	'DEEPLY ROOTED' THEMATIC CAMPAIGN MUSIC	ORIJIN	Bronze
Best Use of Copy			
IMS Advertising Limited	TURU UGO LOTA - THE PROGRESS JOURNEY	LIFE CONTINENTAL LAGER BEER	Gold
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Silver
Noah's Ark Communications Limited	Airtel 5G TVC Evolution	Airtel Nigeria	Bronze
Best Casting and Performance			
Noah's Ark Communications Limited	Airtel Data is Life Esther	Airtel Nigeria	Gold
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Silver
Livespot Media Limited	LOL: Last One Laughing Naija	Amazon Prime	Silver
Insight Publicis Limited	SENIOR MAN	GULDER	Silver
Insight Publicis Limited	MONIEPOINT BUSINESS ACCOUNT-"MORUFA"	MONIEPOINT	Silver
Best Use of Photo Manipulation and Illustration			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Bronze
Best Use of Art Direction			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Gold
Insight Publicis Limited	FIRE ON!	Seven Up Bottling Company	Bronze
Best Use of Original Photography			
Insight Publicis Limited	FIRE ON!	Seven Up Bottling Company	Silver
Livespot Media Limited	LOL: Last One Laughing Naija	Amazon Prime	Bronze
Best Use of Digital and Social Media Content			
Noah's Ark Communications Limited	Airtel Data is Life Esther	Airtel Nigeria	Gold
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Bronze
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Bronze
X3M Marketing Ideas Limited	Lyrics of Innocence	Nirvana Water	Bronze

RADIO CRAFT			
Best Use of Music			
Insight Publicis Limited	Celebrate Originality	Seven Up Bottling Company	Gold
Digisplash	Digisplash - MoneyPal by Zedvance " Our Friendship No Be Scam"	Zedvance	Silver
Ogilvy Nigeria Company Limited	My Soup's First Choice	Golden Penny Semovita	Bronze
Best Use of Copy			
IMS Advertising Limited	TURU UGO LOTA - THE PROGRESS JOURNEY	LIFE CONTINENTAL LAGER BEER	Gold
Insight Publicis Limited	Celebrate Originality	Seven Up Bottling Company	Gold
TBWA\Concept Limited	MTN BROADBAND CAMPAIGN- PARTNER	MTN	Bronze
Best Casting and Performance			
TBWA\Concept Limited	MTN BROADBAND CAMPAIGN- PARTNER	MTN	Gold
TBWA\Concept Limited	MTN BRAODBAND	MTN	Silver
TBWA\Concept Limited	MTN BROADBAND CAMPAIGN- PARTNER	MTN	Bronze
PRESS CRAFT			
Best Use of Photo Manipulation and Illustration			
X3M Marketing Ideas Limited	Wasteful Culture - Wall	Loritem Recycle	Gold
X3M Marketing Ideas Limited	Wasteful Culture - Pitch	Loritem Recycle	Silver
X3M Marketing Ideas Limited	Not just a Bag	Migo	Bronze
Best Use of Copy			
Imaginarium Marketing Communications	Access Bank Lagos City Marathon	Access Bank Plc	Silver
Onewildcard Limited	The Grill Master	Kiligrill	Bronze
Best Use of Art Direction			
X3M Marketing Ideas Limited	Vote To Predict - Power	Neusroom	Gold
Imaginarium Marketing Communications	The Infinite Card	Standard Chartered Bank	Silver
X3M Marketing Ideas Limited	Soot Life Expectancy - 9yrs	The Extra Step Initiative	Silver
Best Use of Original Photography			
Noah's Ark Communications Limited	Colgate Bring It On Musa	Colgate Nigeria	Gold
Noah's Ark Communications Limited	Colgate Bring It on Mary	Colgate Nigeria	Silver
Noah's Ark Communications Limited	Colgate Bring It On Mike	Colgate Nigeria	Silver
Best Use of Digital and Social Media Content			
Onewildcard Limited	Devon King's Food World Cup	Devon King's	Silver

DIGITAL CRAFT			
Digital Design			
Noah's Ark Communications Limited	Data Is Life Breaking	Airtel Nigeria	Gold
Noah's Ark Communications Limited	Airtel Data Is Life Frozen	Airtel Nigeria	Silver
Noah's Ark Communications Limited	Airtel Data Is Life Cracking	Airtel Nigeria	Bronze
Best User Experience Design			
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Gold
Insight Publicis Limited	PRIME VIDEO - GANGS OF LAGOS	PRIME VIDEO	Bronze
Best Use of Copy			
Noah's Ark Communications Limited	Airtel Data Is Life Frozen	Airtel Nigeria	Gold
Noah's Ark Communications Limited	Data Is Life Breaking	Airtel Nigeria	Silver
Noah's Ark Communications Limited	Airtel Data Is Life Cracking	Airtel Nigeria	Bronze
Use of new media Technology			
X3M Marketing Ideas Limited	Vote To Predict - Power	Neusroom	Gold
X3M Marketing Ideas Limited	Vote To Predict - Transport	Neusroom	Silver
X3M Marketing Ideas Limited	Vote To Predict - Road	Neusroom	Silver
Best use of Music			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Gold
Noah's Ark Communications Limited	Airtel Data is Life Esther	Airtel Nigeria	Gold
Insight Publicis Limited	PRIME VIDEO - RINGS OF POWER: DRONE SHOW	PRIME VIDEO	Bronze
Best Sound Design			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Gold
Noah's Ark Communications Limited	Maltina- Together Happiness Happens- Happier Together	Maltina	Silver
TBWA\Concept Limited	MTN 5G NO BE JUJU	MTN	Bronze
Best Use of Digital and Social Media Content			
Noah's Ark Communications Limited	Airtel Data Is Life 5.0 Blogger, Escapist, Breakfast	Airtel Nigeria	Gold
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Silver
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Bronze
Design: Typography - Best use of Typography in design			
Livespot Media Limited	Entertainment Week Lagos 2022	EWLagos	Silver
Spice 360 Limited	Father's Day	Lush Hair	Silver
Onewildcard Limited	The V Collection	Onewildcard	Bronze
AUDIO CATEGORY CRAFT			
Best use of Music			
Digisplash	Digisplash - MoneyPal by Zedvance - Our Friendship No be scam	Zedvance	Silver
Old Lagos	Sunset Benefit	Stanbic IBTC Insurance	Bronze
Best Performance Sound Design			
Spice 360 Limited	Indomie Heroes Award Theme Song	Indomie	Silver
Old Lagos	Sunset Benefit	Stanbic IBTC Insurance	Bronze
Best use of original music			
Digisplash	Digisplash - MoneyPal by Zedvance - Our Friendship No be scam	Zedvance	Gold
Spice 360 Limited	Indomie Heroes Award Theme Song	Indomie	Silver
Old Lagos	Sunset Benefit	Stanbic IBTC Insurance	Silver
Best Performance Sound Design			
Old Lagos	Sunset Benefit	Stanbic IBTC Insurance	Silver
CAMPAIGN CATEGORY CRAFT			
Best use of influencer in a campaign			
TBWA\Concept Limited	JAMESON BLACK BAREL X TEM	Jameson	Gold
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Silver