

LAIF CATEGORY RESULTS

AGENCY	TITLE	CLIENT	MEDAL
Film LAIF			
Food and Consumable Products			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI GROUP	Gold
Ogilvy Nigeria Company Limited	My Soup's First Choice	Golden Penny Semovita	Silver
Alcoholic Beverages			
IMS Advertising Limited	TURU UGO LOTA - THE PROGRESS JOURNEY	LIFE CONTINENTAL LAGER BEER	Gold
7even Interactive Limited	URU DIA -HERO LAGER	AB InBev - HERO	Gold
dentsuMC GARRYBOWEN Limited	'DEEPLY ROOTED' CAMPAIGN TVC	Orijin	Gold
TBWA\Concept Limited	JAMESON BLACK BAREL X TEM	Jameson	Gold
Bank, Investment And Other Financial Communication			
Insight Publicis Limited	MONIEPOINT BUSINESS ACCOUNT-"MORUFA"	MONIEPOINT	Gold
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Gold
Up in the Sky Limited	We have Met Before	Global Accelerex	Bronze
Noah's Ark Communications Limited	Smartcash PSB Troubles TVC	Smartcash	Bronze
Insight Publicis Limited	MONIEPOINT BUSINESS ACCOUNT-"MORUFA"	MONIEPOINT	Bronze
Public, Political And Social Communication			
Bluebird Communications Limited	LIRS TVC	Lagos State Internal Revenue Service	Bronze
Telecom Product/ Services			
X3M Marketing Ideas Limited	Teacher of the Year	Glo	Silver
Noah's Ark Communications Limited	Airtel Data is Life Esther	Airtel Nigeria	Bronze
TBWA\Concept Limited	MTN 5G NO BE JUJU	MTN	Bronze
Petroleum			
Livespot Media Limited	NNPC Rebirth Campaign	NNPC	Bronze
Promotions			
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Silver
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - LOL NAIJA: #NOLAFFCHALLENGE	PRIME VIDEO	Silver
Non-Alcoholic Beverages			
Ogilvy Nigeria Company Limited	Heat Happens	Sprite	Gold
Noah's Ark Communications Limited	Maltina- Together Happiness Happen- Happier Together	Maltina	Bronze
Corporate Image			
X3M Marketing Ideas Limited	No one tells a story like us - Wura	Showmax	Gold
X3M Marketing Ideas Limited	No one tells a story like us - Combo	Showmax	Silver
X3M Marketing Ideas Limited	No one tells a story like us - Osimhen	Showmax	Silver
X3M Marketing Ideas Limited	No one tells a story like us - HoTD	Showmax	Silver
Travel, Tourism and Entertainment			
Livespot Media Limited	LOL: Last One Laughing Naija	Amazon Prime	Bronze

Press LAIF			
Food and Consumable Products			
X3M Marketing Ideas Limited	My Kitchen 2.0	Flour Mills of Nigeria	Silver
Alcoholic Beverages			
7even Interactive Limited	A NEW DISPENSATION UNLOCKED	GRAND OAK - Seaman's Schnapps	Bronze
Pharmacy and Healthcare Products			
Noah's Ark Communications Limited	Colgate Bring It On Musa	Colgate Nigeria	Silver
Noah's Ark Communications Limited	Colgate Bring It On Mike	Colgate Nigeria	Bronze
Noah's Ark Communications Limited	Colgate Bring It on Mary	Colgate Nigeria	Bronze
Bank, Investment And Other Financial Communication			
X3M Marketing Ideas Limited	Not just a Bag	Migo	Gold
Imaginarium Marketing Communications	Cut the Culture	Access Bank Plc	Silver
Imaginarium Marketing Communications	Access Bank Lagos City Marathon	Access Bank Plc	Silver
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Wasteful Culture - Wall	Loritem Recycle	Gold
X3M Marketing Ideas Limited	Wasteful Culture - Pitch	Loritem Recycle	Silver
X3M Marketing Ideas Limited	Soot Life Expectancy - 13yrs	The Extra Step Initiative	Bronze
X3M Marketing Ideas Limited	Soot Life Expectancy - 15yrs	The Extra Step Initiative	Bronze
X3M Marketing Ideas Limited	Soot Life Expectancy - 9yrs	The Extra Step Initiative	Bronze
X3M Marketing Ideas Limited	Vote To Predict - Power	Neusroom	Bronze
Promotions			
Noah's Ark Communications Limited	Worker's Day Toxicity 1	Noah's Ark Communication Ltd	Silver
Noah's Ark Communications Limited	Worker's Day Toxicity 2	Noah's Ark Communications Ltd	Bronze
Miscellaneous			
Ogilvy Nigeria Company Limited	Meristem ETF	Meristem	Silver
Insight Publicis Limited	PRIME VIDEO - GANGS OF LAGOS	PRIME VIDEO	Bronze
Non-Alcoholic Beverages			
Noah's Ark Communications Limited	Peak Chocolate Worker's Day Laptop	Peak Chocolate	Silver
Noah's Ark Communications Limited	Peak Chocolate Worker's Day Helmet	Peak Chocolate	Bronze
Noah's Ark Communications Limited	Peak Chocolate Worker's Day Sewing Machine	Peak Chocolate	Bronze
Travel, Tourism and Entertainment			
dentsuMCGARRYBOWEN Limited	NOLLYWOOD IS HOME 2.0	NETFLIX	Bronze

Digital and Mobile LAIF			
Food and Consumable Products			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Gold
Ogilvy Nigeria Company Limited	Mint How You Feel	Mondelez	Silver
Up in the Sky Limited	Finish It	ARLA DANO	Bronze
Alcoholic Beverages			
7even Interactive Limited	URU DIA - HERO LAGER	AB InBev - HERO	Silver
dentsuMCGARRYBOWEN Limited	THIS BUD'S FOR HER IWD CAMPAIGN	BUDWEISER	Bronze
Pharmacy and Healthcare Products			
Noah's Ark Communications Limited	AVON- World Hepatitis Day- Hard Guy	Avon	Gold
Noah's Ark Communications Limited	Avon -World Hepatitis Day-Iron Lady	Avon	Silver
Noah's Ark Communications Limited	Colgate- World Oral Health Day- Proud Smile	Colgate Nigeria	Bronze
Bank, Investment And Other Financial Communication			
X3M Marketing Ideas Limited	Cost of Independence	Migo	Gold
Imaginarium Marketing Communications	The Infinite Card	Standard Chartered Bank	Silver
Noah's Ark Communications Limited	Smartcash PSB Troubles TVC	Smartcash	Bronze
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Vote To Predict - Power	Neusroom	Gold
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Silver
X3M Marketing Ideas Limited	Vote To Predict - Transport	Neusroom	Silver
Telecom Product/ Services			
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
Petroleum			
Imaginarium Marketing Communications	Father's Day	Caracal Limited	Silver
Promotions			
Noah's Ark Communications Limited	Worker's Day Toxicity 1	Noah's Ark Communications Ltd	Gold
Noah's Ark Communications Limited	Worker's Day Toxicity 2	Noah's Ark Communications Ltd	Silver
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - LOL NAIJA: #NOLAFFCHALLENGE	PRIME VIDEO	Bronze
Non-Alcoholic Beverages			
Noah's Ark Communications Limited	Peak Chocolate Worker's Day Helmet	Peak Chocolate	Silver
TBWA\Concept Limited	SMOOV IWD construction	Smooov Chapman	Silver
TBWA\Concept Limited	SMOOV IWD Pilot	Smooov Chapman	Silver
Corporate Image			
Ogilvy Nigeria Company Limited	Widen the Table	Golden Penny Foods	Silver
Spice 360 Limited	Father's Day	Lush Hair	Bronze
Travel, Tourism and Entertainment			
Leo Burnett Limited	MADE FOR YOU	YOUTUBE	Bronze
7even Interactive Limited	7even Interactive ni Baba wan	7even Interactive	Bronze

Outdoor LAIF			
Food and Consumable Products			
Leo Burnett Limited	UNWRAP JOY, UNLEASH TASTE	TGI	Silver
Onewildcard Limited	Our Mould	Pizza Jungle	Bronze
Alcoholic Beverages			
dentsuMCGARRYBOWEN Limited	DEEPLY ROOTED CAMPAIGN	ORIJIN	Silver
Public, Political And Social Communication			
Onewildcard Limited	We are the movies they watch	Cine21	Silver
Telecom Product/ Services			
Noah's Ark Communications Limited	Data Is Life Esther	Airtel Nigeria	Silver
Noah's Ark Communications Limited	Data Is Life Cracking	Airtel Nigeria	Bronze
Promotions			
Noah's Ark Communications Limited	Worker's Day Toxicity 1	Noah's Ark Communications Limited	Silver
Noah's Ark Communications Limited	Worker's Day Toxicity 2	Noah's Ark Communications Ltd	Silver
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - RINGS OF POWER: DRONE SHOW	PRIME VIDEO	Silver
Non-Alcoholic Beverages			
Insight Publicis Limited	7up Felabration	Seven-Up Bottling Company	Bronze
Corporate Image			
Up in the Sky Limited	Big Brother Dare	Multichoice Nigeria	Bronze
Travel, Tourism and Entertainment			
dentsuMCGARRYBOWEN Limited	NOLLYWOOD IS HOME 2.0	NETFLIX	Bronze
Radio LAIF			
Food and Consumable Products			
Ogilvy Nigeria Company Limited	My Soup's First Choice	Golden Penny Foods	Bronze
Alcoholic Beverages			
IMS Advertising Limited	TURU UGO LOTA - THE PROGRESS JOURNEY	LIFE CONTINENTAL LAGER BEER	Silver
dentsuMCGARRYBOWEN Limited	'DEEPLY ROOTED' THEMATIC CAMPAIGN MUSIC	ORIJIN	Bronze
Bank, Investment And Other Financial Communication			
Digisplash	MoneyPal by Zedvance - Our Friendship No Be Scam	Zedvance	Silver
Digisplash	Digisplash - MoneyPal by Zedvance " Our Friendship No Be Scam "	Zedvance	Bronze
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Voices in My Air	Love, Peace and Mental Health Foundation	Gold
Telecom Product/ Services			
TBWA\Concept Limited	MTN BROADBAND CAMPAIGN- PARTNER	MTN	Silver
TBWA\Concept Limited	MTN BROADBAND CAMPAIGN- PARTNER	MTN	Bronze
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - GANGS OF LAGOS	PRIME VIDEO	Silver
Ogilvy Nigeria Company Limited	Nurture Their Amaizing	Golden Penny Amaizing Day Cereal	Bronze
Non-Alcoholic Beverages			
Insight Publicis Limited	Celebrate Originality	Seven Up Bottling Company	Gold
Corporate Image			
Ogilvy Nigeria Company Limited	My Soup's First Choice	Golden Penny Foods	Bronze
LAIF Effectiveness Category			
Pharmacy and Healthcare Products			
Imaginarium Marketing Communications	Staying Alive Together	CACOVID	Gold

Campaign Category			
Food and Consumable Products			
Leo Burnett Limited	Unwrap Joy, Unleash Taste	TGI	Gold
Alcoholic Beverages			
IMS Advertising Limited	TURU UGO LOTA- THE PROGRESS JOURNEY	LIFE CONTINENTAL LAGER BEER	Gold
dentsuMCGARRYBOWEN Limited	SMOOTH KING REMIX 2 CAMPAIGN	BUDWEISER	Silver
dentsuMCGARRYBOWEN Limited	NKA 'HOTEL SMIRNOFF' CAMPAIGN	SMIRNOFF	Bronze
Pharmacy and Healthcare Products			
Noah's Ark Communications Limited	Avon -World Hepatitis Day -You Get Liver	Avon	Gold
Bank, Investment And Other Financial Communication			
Old Lagos	THERE IS NOTHING LIKE A ONE MAN BUSINESS	STANBIC IBTC BANK	Gold
Old Lagos	SME COLLAB	Stanbic IBTC	Silver
Imaginarium Marketing Communications	American Express is Here	Access Bank Plc	Bronze
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Soot Life Expectancy	Extra Step Initiative	Gold
X3M Marketing Ideas Limited	Wasteful Culture	Loritem Recycle	Silver
X3M Marketing Ideas Limited	Vote To Predict	Neusroom	Bronze
Telecom Product/ Services			
Noah's Ark Communications Limited	Airtel Data Is Life 5.0 Blogger, Escapist, Breakfast	Airtel Nigeria	Silver
Promotions			
Ogilvy Nigeria Company Limited	GP Semovita Soup Festival	Golden Penny Semovita	Bronze
Miscellaneous			
Insight Publicis Limited	LOL NG: LAST ONE LAUGHING NAIJA	PRIME VIDEO	Silver
Promo and Direct LAIF			
Bank, Investment And Other Financial Communication			
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Gold
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Gold
X3M Marketing Ideas Limited	Vote To Predict	Neusroom	Silver
Promotions			
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Gold
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - LOL NAIJA: #NOLAFFCHALLENGE	PRIME VIDEO	Silver
Impact LAIF			
Food and Consumable Products			
Spice 360 Limited	Indomie Cash Crunch Food Drive	Indomie Noodles	Gold
Bank, Investment And Other Financial Communication			
Old Lagos	Chemisrty of Wealth	Stanbic IBTC	Silver
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Gold
X3M Marketing Ideas Limited	Vote To Predict	Neusroom	Silver
Non-Alcoholic Beverages			
X3M Marketing Ideas Limited	Lyrics of Innocence	Nirvana Water	Gold
Corporate Image			
Ogilvy Nigeria Company Limited	AltLibrary Initiative	The Alternative Bank	Gold

Design Category			
Food and Consumable Products			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Bronze
Alcoholic Beverages			
X3M Marketing Ideas Limited	Independence Pack	Jameson	Silver
dentsuMCGARRYBOWEN Limited	KING OF FOOTBALL PODCAST	BUDWEISER	Bronze
Bank, Investment And Other Financial Communication			
Insight Publicis Limited	FCMB Brand C.I Refresh - Brand Motifs	FCMB	Bronze
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Silver
Promotions			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Bronze
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - GANGS OF LAGOS	PRIME VIDEO	Bronze
Non-Alcoholic Beverages			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Silver
Insight Publicis Limited	BE YOU NOTHING SURE PASS	Seven Up Bottling Company	Bronze
Corporate Image			
Spice 360 Limited	The Beauty of Freedom	Lush Hair	Bronze
Travel, Tourism and Entertainment			
Livespot Media Limited	Entertainment Week Lagos 2022	EWLagos	Silver
Motion Graphic Design			
Telecom Product/ Services			
Yellow Brick Road (YBR)	my MTNng app Lyric Video	MTN	Silver
Audio/New Media Category			
Food and Consumable Products			
Spice 360 Limited	Indomie Heroes Award Theme Song	Indomie	Silver
Bank, Investment And Other Financial Communication			
Digisplash	Digisplash - MoneyPal by Zedvance - Our Friendship No be scam	Zedvance	Silver
Digisplash	Digisplash - MoneyPal by Zedvance - Our Friendship No be scam	Zedvance	Bronze
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Voices in My Air	Love, Peace and Mental Health Foundation	Silver
Corporate Image			
Spice 360 Limited	Indomie Heroes Award Theme Song	Indomie	Silver
Digital Category			
Food and Consumable Products			
Nitro 121 Limited	World Milk Day	Arla Dano	Bronze
Non-Alcoholic Beverages			
Insight Publicis Limited	Celebrate Originality	Seven Up Bottling Company	
Corporate Image			
Bluebird Communications Limited	Stop Child Labour	Bluebird	Silver
Bluebird Communications Limited	Female Genital Mutilation	Bluebird	Bronze
Design Category - Package Design			
Food and Consumable Products			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Silver
Alcoholic Beverages			
X3M Marketing Ideas Limited	Independence Pack	Jameson	Silver
Imaginarium Marketing Communications	Calypso Bottle Redesign	Grand Oak Limited	Bronze
Promotions			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Bronze
Non-Alcoholic Beverages			
Yellow Brick Road (YBR)	CANS RE COOL	CANDO NAMPAK BEVCAN	Silver
Insight Publicis Limited	"Pepsi Confam" Thematic Campaign	Seven-Up Bottling Company	Bronze

Design Category - Merchandise Design			
Corporate Image			
Onewildcard Limited	The V Collection	Onewildcard	Bronze
Design Category - Product Design			
Promotions			
Ogilvy Nigeria Company Limited	Creative Hunger	Ogilvy	Bronze
Miscellaneous			
Insight Publicis Limited	PRIME VIDEO - GANGS OF LAGOS	PRIME VIDEO	Bronze
Campaign Category - Best use of influencer in a campaign			
Bank, Investment And Other Financial Communication			
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Silver
Promotions			
Insight Publicis Limited	FCMB MILLIONAIRE PROMO	FCMB	Gold
Miscellaneous			
Insight Publicis Limited	LOL NG: LAST ONE LAUGHING NAIJA	PRIME VIDEO	Silver
Non-Alcoholic Beverages			
Noah's Ark Communications Limited	Maltina- Together Happiness Happen- Happier Together	Maltina	Bronze
Film LAIF - Best long form branded content			
Telecom Product/ Services			
Noah's Ark Communications Limited	Data is Life 5.0	Airtel Nigeria	Bronze
Digital Category - Data and Insight			
Public, Political And Social Communication			
X3M Marketing Ideas Limited	Soot Life Expectancy	The Extra Step Initiative	Gold
Film LAIF - Best Video Cast Content			
Bank, Investment And Other Financial Communication			
Insight Publicis Limited	FCMB Millionaire Promo	FCMB	Silver
Promotions			
Insight Publicis Limited	FCMB Millionaire Promo	FCMB	Silver
Non-Alcoholic Beverages			
Insight Publicis Limited	FIRE ON!	Seven Up Bottling Company	Bronze