

Peter Khoury Curriculum Vitae

Peter Khoury Chief Creative Officer

Nationality : South African
Languages : English, Afrikaans
Mobile : +27 82 33 77 165
Email : grandmasterpete@gmail.com

Education :

1995
Matriculated Edenglen High School
with University Entrance.

1996 - 1999
AAA School of Advertising Specialising
in Art Direction and Marketing.

Career Development:

JAN 2024 -

TBWA\Asia, Singapore,
Regional Chief Creative Officer of Asia
and Chief Creative Officer of Singapore

Key clients:

BMW, Singapore Airlines, Singapore HPB, Starhub, Hilton, Spotify, Nissan, IKEA, National Arts Council of Singapore, SGenable, HSBC, Sunsilk, NCS, Shiseido, Ferrero, NTUC, Google Cloud.

Responsibilities:

Appointed to enhance creative output across 12 countries, aiming to establish TBWA as Asia's premier creative collective. Achieved significant growth in new business and elevated creative performance regionally.

SEPT 2022 - DEC 2023

TBWA\Neboko, Netherlands,
Chief Creative Officer adidas worldwide.

Key clients:

adidas brand, running, football, women's, Philips

Responsibilities:

Led global adidas account through a comprehensive brand refresh, launching the highly successful 'You Got This' campaign, setting new benchmarks in creativity and impact.

APR 2014 - SEPT 2022

TBWA\Hunt Lascaris, Johannesburg
Chief Creative Officer, board member.

Key clients:

MTN GROUP, McDonald's, ABSA Africa, SASOL (brand, sponsorship, fuel) Standard Bank South Africa, Standard Bank Africa, Tiger Brands FMCG (Albany, Ace, Morvite, All Gold, Crosse and Blackwell, Tastic, Fatti's & Moni's, Black Cat, Jungle Oats, Beacon All-Sorts), Nissan South Africa, Distell (Klipdrift, Nederburg, JC le Roux, Scottish Leader, Bains, Black Bottle, Bisquit) Doom, Peaceful Sleep, Dyrange, Uniball, Appetiser, City Lodge, Medecins Sans Frontieres, Flight Center, Goodbye Malaria, Liberty, Joburg Ballet, Multichoice Africa, Reach for a Dream, Tafel Beer, Cobra (Lixil), Ferrero, Spotify, Netflix, Johnnie Walker, Windhoek.

Responsibilities:

Returned to TBWA\Hunt Lascaris as CCO, modernizing operations and leading the agency to unprecedented awards and recognitions, including local and regional agency of the year multiple times.

JAN 2007 - APR 2014

Co Founder, shareholder and board member
Metropolitan Republic, Johannesburg
Executive Creative Director: 2009 - 2014
Creative Director: 2007 - 2008

Key clients:

MTN Group, MTN Uganda, MTN Rwanda,
MTN South Africa, FNB, The Aveng Group, Wimpy,
Nando's Groceries, SAB (Castle Milk Stout)

Responsibilities:

Returned to TBWA\Hunt Lascaris as CCO, modernizing operations and leading the agency to unprecedented awards and recognitions, including local and regional agency of the year multiple times.

MAY 2006 - JAN 2007

Freelance Creative Consultant (Johannesburg & Cape Town)
on high level creative and strategic pitches for: Ogilvy JHB, Lowebull JHB, TBWA\Hunt\Lascaris JHB, Tbwa/Global clients,
The Jupiter Drawing Room JHB, Net#Work BBDO, Velocity Films.

Key clients:

SA Tourism, Sunlight Washing Powder, MTN, SAB Castle, MNET Brand, Standard Bank, Nedbank, Anglo. MARS - Galaxy Chocolate Bar (TBWA Global Client).

Responsibilities:

Provided high-level creative solutions across multiple agencies and brands, achieving significant positive shifts in brand performance and winning international accolades.

APR 2000 - MAY 2006:

TBWA\Hunt Lascaris, Johannesburg,
Art Director

Key clients:

SASOL (brand, sponsorship, fuel) BMW, Standard Bank, Tiger Brands FMCG (Albany, All Gold, Fast Forward), Nando's, BIC, City Lodge, MTN, Nashua, SABC (South African Broadcasting Centre), United Cricket Board, Adcock Ingram.

Responsibilities: Created pioneering campaigns, including the launch of FWD chocolate and SASOL's repositioning. Led successful projects like the "Dogs Rule/We're for Dogs" campaign for Pedigree in the USA, winning numerous international awards.

OCT 1998 - APR 2000

Hercules DMB&B, Johannesburg,
Art Director

Key Clients:

Fiat, Procter & Gamble, PlayStation,
Hooch Alcoholic Beverages, Ernst & Young, MTN.

Responsibilities:

Conceptualized and executed traditional communication campaigns, interpreting strategic briefs into impactful ideas. Applied art direction skills to deliver communications with distinctiveness.

Peter Khoury Curriculum Vitae



OCT 1998 - APR 2000 - Art Director Hercules DMB&B I
APR 2000 - MAY 2006 - Art Director TBWA\Hunt Lascaris Joburg I
MAY 2006 - JAN 2007 - Freelance Creative Consultant
JAN 2007 - APR 2014 - ECD at Metropolitan Republic Joburg I
APR 2014 - SEPT 2022 - CCO at TBWA\Hunt Lascaris I
SEPT 2022 - DEC 2023 - CCO Adidas WW at TBWA\Neboko Amsterdam I
JAN 2024 - now - Regional CCO TBWA\Asia and CCO TBWA\Singapore I
JUL 2024 - NOV 2024 - Interim CCO Hilton TBWA\Chiat\Day New York I

He joined TBWA\Hunt Lascaris in 2000, where he launched the BMW 6 Series global campaign. He also worked with TBWA\Chiat\Day Los Angeles to launch the Pedigree Worldwide "Dogs Rule/We're for Dogs" campaign in 2004. In 2007, he played a pivotal role in the starting hot shop Metropolitan Republic. As ECD he helped change the global lexicon forever by leading his team in the 2010 FIFA WORLD CUP "Ayoba" integrated campaign for African telecom provider MTN. He then repositioned the MTN Business across Africa as a leader in the 18 markets they operate in.

In 2014, he re-joined TBWA\Hunt Lascaris as CCO, with the intention of taking South Africa's most iconic agency to new heights. He guided the agency to Best Individual Agency in South Africa in 2015 and 2018, 19, 20, 21. In 2020, the agency was also acknowledged as the Cannes Lions – Regional Agency of the Decade Runner-up - Africa & Middle East. Peter sat on the executive committee of the Creative Circle – a leading industry body for advertising creativity in South Africa. He also sat on the Loeries Committee – The leading African and Middle Eastern advertising award show, the Facebook Creative Council for the EMEA Region, and the advisory board for Growth Ten – Richfield and AAA School of Advertising. He was voted as Creative Circle Chairperson from 2018-2020. He used his time to modernise and transform the organisation into what it is today.

In 2022, Peter was redeployed to Amsterdam as the CCO of adidas worldwide at TBWA\Neboko. He successfully led his team to develop and launch adidas's brand platform 'You Got This'. Then in 2024, TBWA redeployed Peter to Asia and Singapore to lift the region's creative product and to nurture and grow their A grade talent. During this time Peter was also deployed to TBWA\Chiat\Day NYC as interim CCO of Hilton North America/Global from Jul-Nov 2024 to steer the brand refresh and push their brand platform 'for the stay' into more experiential and innovative places.

He has accumulated over 500 statues at local and international awards shows, including the Cannes Lions, D&AD, One Show, Clios, Webby's, Effies and Loeries. His work is also featured in the Cannes Lions Game Changers: The Evolution of Advertising, Fast Company's world's most innovative ideas, The Good Report, and multiple times in the Gunn/Warc Report. He also led his team to agency of the year at the 2020 Purpose Awards for EMEA. He has sat as juror or president on various local and international awards juries including the Cannes Lions, One Show, D&AD, Dubai Lynx, Loeries, Effies, AICP and Ciclope Africa. In 2020, the Financial Mail named him as Industry Leader of the Year and in 2020, 2021 & 2022, he was named as Most Admired Creative Leader in South Africa in the annual Agency Leader poll by Marklives.

In addition to Advertising, Peter has used his creative energy to formulate his own clothing/lifestyle brand, Zero One One and has also dabbled in the movie business as a creative and marketing consultant to local film 'Stone Cold Jane Austin' and the DSTV series 'Ayeye'.

Peter Khoury Advertising Awards Consolidated list 2001 - 2024:

Cannes Lions:

11 X Cannes Lion Gold
15 X Cannes Lion Silver
9 X Cannes Lion Bronze
47 X Cannes Lions Shortlists
Work published in Cannes Lions 60th Anniversary - Game Changers
Cannes Lions Regional Agency of the Decade Runner-up (Africa & Middle East)
South Africa's first ever Glass Lion - 2021
South Africa's first ever Data Lion - 2018

D&AD:

2 X Yellow Pencil
2 X Graphite Pencil
18 X Wood Pencils/In-Book
10 X Shortlists

The One Show:

3 X One Show Gold
8 X One Show Silver
13 X One Show Bronze
47 X One Show Merit

Clio Awards:

1 X Grand Clio
3 X Clio Gold
2 X Clio Silver
6 X Clio Bronze
11 X Shortlist

The Webby Awards:

2019 - 2 x Webby Winners
2024 - 1 x Nominee

The WARC/GUNN Report: Creative 100 rankings:

2020 - TBWA \ Hunt Lascaris ranked 27th
2020 - Joburg Ballet Breaking Ballet - top 100 Campaigns (80th)
2019 - Joburg Ballet Breaking Ballet - top 100 Campaigns (86th)
2013 - Wimpy Braille Burgers - top 100 Campaigns
2008 - MTN Clap - top 100 Campaigns

The Loerie Awards:

2 X Grand Prix
1 X Public Service Award (Grand Prix for Good)
28 X Gold
26 X Gold Craft
32 X Silver
44 X Bronze
30 X Craft Certificates

Epica Awards:

2 X Silver
1 X Bronze

Little Black Book Immortal Awards:

1 X MEA & Global Finalist - 2023
1 X Commendation - 2018

TBWA WW Disruption Awards:

2018 TBWA WW Disruption Live Overall winner

Bookmarks South Africa 2019 (Digital show):

2 X Black Pixel (Agency of the Year 2020, 2024)
1 X Digital Brand of the Year 2024
10 X Gold
13 X Silver
20 X Bronze

The Creative Circle:

2015, 2018, 2019, 2020, 2021 Overall Rankings Agency of the Year - TBWA Hunt Lascaris
2018, 2019, 2020 Overall Rankings Group of the Year - TBWA SA
11 x Annual Awards 1st Place winners - 2015, 2017, 2018, 2019, 2021, 2023

The Purpose Awards:

2021 - Agency of the Year at the Purpose Awards EMEA - TBWA\South Africa
2021 - Brand-led Best Advocacy Campaign - MTN "Wear it for Me" campaign

The Effie Awards:

APAC: 1 X Bronze
Singapore: 5 X Silver
Singapore: 1 X Bronze
South Africa: 1 X Silver
London: 1 X Silver

Fast Company: Most Innovative Ideas:

2022 - Nissan Shwii

London International Awards

1 X Grand
3 X Gold
1 X Silver

New York Festivals

1 X Grand
3 X Gold

Peter Khoury Curriculum Vitae

Impact

- Fast Company Most Innovative Ideas of 2022: Nissan Shwii
- Cannes Lions Regional Agency of the Decade
Runner-up - AME 2010 -2020
TBWA Hunt Lascaris /
(Top 5 for 9 out of the 10 years and 1 in 2019)
- Creative Circle Overall Rankings Agency of the Year
2015, 2018, 2019, 2020, 2021
- Bookmarks 2020 Black Pixel
Digital Agency of the Year 2020
- 2018 TBWA WW Disruption Live Overall winner
- Work published in Cannes Lions 60th Anniversary -
Game Changers 2012 (The evolution of Advertising)
- Purpose Awards EMEA 2020 Agency of the Year
- Financial Mail Adfocus 2022 Partnership of the year
(MTN TBWA), Large Agency of the Year, Group of the Year,
Overall Agency of the Year, Africa Impact Award.

International & local jury panels

Jury / 2017 Cannes Lion – Outdoor Panel
Jury / 2012 Cannes Lion – Direct Panel
Jury / 2021 D&AD / Experiential Panel
Jury / 2019 The One Show / Integrated & Experiential Panel
Jury / 2022 Effies / Global Best of the Best Grand Jury
Jury / 2021 Effies / Global Best of the Best Grand Jury
Jury/ 2022 LBB Immortal Awards
Jury / 2021 President / Dubai Lynx / Direct & Outdoor Panel
Jury / 2023 Young Lions / South Africa & Finland
Jury / 2019 Ciclope Africa
Jury / 2022 Mad Stars / Direct
Jury / Loeries 2005, 2009, 2012, 2013, 2015, 2017, 2018,
2019, 2020, 2021, 2022
Jury / Creative Circle Annual Awards 2012, 2015-2021
Jury / MNET TAG Charity Awards 2010/2012

Industry Leadership

2022 Winner - Most Admired Creative Leader in South Africa
2021 Winner - Most Admired Creative Leader in South Africa
2020 Winner - Most Admired Creative Leader in South Africa
2020 Financial Mail Industry Leader of the Year.
2019 Runner up - Most Admired Creative Leader in South Africa
2020-2022 Loeries committee member.
2019 - 2022 FaceBook EMEA Creative Council Member
2018 Voted most admired Creative Leader in Johannesburg
2018-2020 South Africa Creative Circle Chairperson
2018-2020 Loeries Board member.
2016-2022 TBWA WW Creative Council
2015-2022 South Africa Creative Circle EXCO member
2021 Won South Africa's first ever Cannes Glass Lion
2018 Won South Africa's first ever Cannes Data Lion

Global & Regional Experience

Hilton Hotels Group JUL - NOV 2024

Interim CCO for Hilton North America/Worldwide on behalf of TBWA\Chiat\Day NYC. I oversaw all creative work for Hilton, developed the new Brand Refresh and global strategic positioning platform that brought 'For the Stay' to life across all Hilton markets.

Starbucks MAY 2024 - PRESENT

Regional Creative Leadership (Asia)

Led the regional team to develop and launch Starbucks for good platform - Get Together and the Cupples campaign which kicked it off.

Led the regional team to develop and curate Starbucks "The Coffee Table Book" which reinforced Starbucks Coffee leadership across SEA through culture and innovation.

adidas SEPT 2022 - DEC 2023

Global Creative Leadership (Worldwide)

Led the worldwide team to develop and launch adidas's global brand platform 'You Got This' orchestrated across all adidas markets for Launch, Euro/Copa and Olympics.

Pladis - McVitie's JUNE 2022 - AUG 2022

Global Creative Leadership (London)

Co-led the TBWA London team to develop the brand refresh for McVitie's - There can be only one.

MTN Group JAN 2017 - SEPT 2022

Regional Creative Leadership (Africa & Middle East)

on pan African campaigns across 20 countries including, synchronised campaign launches, various pan African brand platform and design systems, ongoing creative adaptation.

KFC JUN 2021 - JAN 2022

Regional Creative Leadership (Africa)

on KFC X NBA pan African Sponsorship project across 7 countries including, synchronised campaign launch, pan African

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Career:

OCT 1998 – APR 2000

Hercules DMB&B, Johannesburg, Art Director

Key clients:

Fiat, Procter & Gamble, PlayStation, Hooch Alcoholic Beverages, Ernst & Young, MTN.

Responsibilities / Job Description:

I conceptualised and executed traditional communication campaigns by successfully interpreting and solving the strategic requirements of each brief through great, simple and effective ideas. I then used my art direction craft skills to deliver the communication in the most meaningful and distinctive way.

APR 2000 – MAY 2006

TBWA\Hunt Lascaris, Johannesburg, Art Director

Key clients:

SASOL (brand, sponsorship, fuel) BMW, Standard Bank, Tiger Brands FMCG (Albany, All Gold, Fast Forward), Nando's, BIC, City Lodge, MTN, Nashua, SABC (South African Broadcasting Centre), United Cricket Board, Adcock Ingram.

Responsibilities / Job Description:

During my time at Hunt Lascaris, I created some of South Africa's most loved brand and product campaigns for South Africa's most loved Brands. My campaign ideas were selected to launch a new chocolate called FFWD which became the biggest selling chocolate in South Africa for the 3 months after launch. I then worked on a repositioning brief for SASOL, South Africa's biggest petrochemical company. My work successfully repositioned SASOL as a world class energy supplier in the hearts and minds of all South Africans. The campaign also won more Loerie Awards than any other brand that year. I was then asked to go to the USA to help reposition Pedigree, which I did by playing a key role in delivering the "Dogs Rule/We're for Dogs" campaign. During these years at Hunt Lascaris, I was promoted to a Group Head because of the consistent, great, iconic work I had delivered through world class ideas and craft which won numerous international and local awards (Cannes Lions, One Show, D&AD, Clio and Loeries).

New Business Wins:

SASOL. BMW 6 Series Global Launch. United Cricket Board.

MAY 2006 - JAN 2007

Freelance Creative Consultant Johannesburg & Cape Town) on high level creative and strategic pitches for: Ogilvy JHB,

Lowe\bull JHB, TBWA\HuntLascaris JHB, TBWA\Global clients, The Jupiter Drawing Room JHB, Net#Work BBDO, Velocity Films.

Key clients:

SA Tourism, Sunlight Washing Powder, MTN, SAB Castle, MNET Brand, Standard Bank, Nedbank, Anglo.
MARS - Galaxy Chocolate Bar (TBWA Global Client).

Responsibilities / Job Description:

During this time many of South Africa's best advertising agencies and production companies used my conceptual and art direction skills to help solve their brand's most challenging briefs. I created, sold and produced various campaigns that created a significant, positive shift in their brand's performance and won international and local awards.

JAN 2007 - APR 2014

Co-Founder, shareholder and board member, MetropolitanRepublic, Johannesburg

Executive Creative Director: 2009 – 2014, Creative Director: 2007 – 2008

Key clients:

MTN Group, MTN Uganda, MTN Rwanda, MTN South Africa, FNB, The Aveng Group, Wimpy, Nando's Groceries, SAB (Castle Milk Stout)

Responsibilities / Job Description:

I co-founded MetropolitanRepublic, a new South African Advertising Agency which we had a vision to become the best agency in the country. It didn't take us long to achieve this. I started out as a Creative Director and then quickly became the Executive Creative Director when my partners realised my exceptional leadership skills (solid, focused, decisive and can delegate tasks easily). I asked the right questions and created work that not only solved business problems for our clients, but also increased their brand awareness with breakthrough creative output. I can unpack a complicated idea to its granular level in a way that simplifies it for our clients. While I was a creative at heart, my incredible business savvy was able to grow business organically. MTN was our biggest client and for the first time in their history the work we created during this time helped them become the biggest and most loved telco brand in South Africa. We also won their first ever international awards (Cannes Lions, One Show, D&AD and Clio). I then used this momentum to lead our agency and creative teams to pitch and win various other accounts - First National Bank, Wimpy, the Aveng Group, Nando's and Castle Stout. This made us one of South Africa's biggest and successful agencies. My people skills managed to keep A+ talent happy and fulfilled which created a sustainable, profitable and successful business for many years.

The work that made me most proud was delivering MTN's 2010 FIFA WORLD CUP sponsorship campaign. It was by far the biggest campaign ever done from an African brand or advertising agency. Our campaign was so culturally and commercially powerful that it resonated with people in very deep and meaningful ways. It quickly became the most successful campaign out of all the FIFA sponsors, outperforming Coca-Cola and adidas.

New Business Wins:

MTN GROUP. FNB (First National Bank), The Aveng Group, Wimpy, Nando's Groceries, SAB (Castle Milk Stout)

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APR 2014 – SEPT 2022

TBWA\Hunt Lascaris, Johannesburg, Chief Creative Officer, board member.

Key clients:

MTN GROUP, McDonald's, ABSA Africa, SASOL (brand, sponsorship, fuel) Standard Bank South Africa, Standard Bank Africa, Tiger Brands FMCG (Albany, Ace, Morvite, All Gold, Crosse and Blackwell, Tastic, Fatti's & Moni's, Black Cat, Jungle Oats, Beacon All-Sorts), Nissan South Africa, Distell (Klipdrift, Nederburg, JC le Roux, Scottish Leader, Fleur du Cap, Bains, Black Bottle, Aura, Bisquit, Doom, Peaceful Sleep, Dyrange, Uniball), Appetiser, City Lodge, Médecins Sans Frontières, Flight Centre, Goodbye Malaria, Liberty, Joburg Ballet, Multichoice Africa, Reach for a Dream, Tafel Beer, Cobra (Lixil), Ferrero, Spotify, Netflix, Johnnie Walker, Windhoek.

Responsibilities / Job Description:

I returned to TBWA\Hunt Lascaris with the intention of taking South Africa's most iconic agency to new heights. I partnered with my CEO and together we brought massive positive change and belief to our 150+ staff members. The agency was using outdated models, processes and systems. I played an instrumental role in modernising the agency so they could deliver iconic, culture first, 21st century work at scale. I managed to lead the agency to best individual agency of the year for 4 consecutive years (2018, 2019, 2020 and 2021), a feat never achieved before. In 2020, the agency was also acknowledged as the Cannes Lions – Regional Agency of the Decade Runner-up - Africa & Middle East. My leadership skills had evolved in such a way that I started to gain outside attention. I was asked to join and lead many industry bodies and to make the same positive changes to them as I had done to Hunt Lascaris. I sat on the executive committee of the Creative Circle – a leading industry body for advertising creativity in South Africa. I also sat on the Loeries Committee – The leading African and Middle Eastern advertising award show, the Facebook Creative Council for the EMEA Region, and the advisory board for Growth Ten – Richfield and AAA School of Advertising. I was voted as Creative Circle Chairperson from 2018-2020. He used my time to modernise and transform the organisation into what it is today.

Some of the most successful work that I lead during my time was:

'Breaking Ballet' is the 2nd most recognized and awarded campaigns to ever come out of South Africa globally. Its impact has been immense on our local industry and has set new standards for how locally relevant, diverse work can achieve massive, global recognition and fame. This work has changed the trajectory Hunt Lascaris and helped us become the success that they are today. This campaign won a gold Cannes Lion in the Entertainment category (only 6 golds were awarded that year) and a Silver Cannes Lion for creative use of data (South Africa's first and only Creative Data Lion). The campaign also won South Africa's first ever Webby Award, not one but two – One for Media & PR: Real-time response and another for Social: Arts & Entertainment. The campaign won a Yellow Pencil at D&AD for Branded Content & Entertainment, a Graphite Pencil Digital Marketing and two Shortlists. In the One Show Awards it won a Gold Pencil for Branded Entertainment, a Silver Pencil for Real-time response and four Merit Awards. At the local Loerie Awards the campaign played an instrumental role in TBWA\Hunt Lascaris being named Loerie Awards Regional Agency of the year. It won the Public Service Grand Prix, four Gold Loerie Awards, a Silver Loerie and a Craft Loerie Award. In the Epica Awards it won Two Silver Awards and one Bronze. In the Clio Awards it won a gold, silver and bronze statue. All these awards culminated in TBWA\Hunt Lascaris being ranked as the 27th best agency in the world for that year according to the WARC Creative Rankings.

I was also critical in the development of a successful advertising campaign we created for Hype Magazine/Tears Foundation. South Africa has the world's worst rape statistics, and this campaign targeted the absurdity of victim blaming. Titled 'Blame No More', this was a perfect demonstration of Mrs. Garrett's unique, world-class creative and design abilities as well as her highly tuned in creative sensibility. The campaign was awarded one Gold Cannes Lion, two Silver Cannes Lions and two Bronze Cannes Lions. One of these being South Africa's first ever Glass Cannes Lion. The campaign also won two Gold Loerie Awards, one Silver Loeries and one Bronze Loerie Award. Once again, this campaign played a significant role in TBWA\Hunt Lascaris being named as the Loerie Awards Regional Agency of the year for the second year in a row. In the IAB Bookmark Awards, it won three Gold Cubes and three Silver Cubes. These Cubes helped TBWA\Hunt Lascaris rank as the Bookmarks Overall Agency of the Year for the first time. All these awards culminated in TBWA\Hunt Lascaris being ranked as the 22nd best agency in the world for that year according to the WARC Creative Rankings.

Not only did I lead and create standout campaigns as per above, but also developed iconic creative campaigns for MTN, Africa's biggest Telecommunications company. I lead our regional creative teams in 20 countries on MTN's COVID-19 response campaigns, 'Wear it for me' and 'OneMorePush' that launched in 18 countries simultaneously. This was a highly distinctive and effective campaign that entrenched MTN as Africa's most loved brand. MTN is Africa's biggest and most valuable Brand. TBWA pitched and won the account in 2017 and then re pitched in 2020 and against all odds managed to retain the account largely due to my leadership and positive impact on the MTN business.

New Business Wins:

MTN GROUP 2017 - retained 2020. McDonalds. ABSA Africa. Distell - Klipdrift, JC Le Roux, Scottish Leader. Liberty. Johnnie Walker. Lixil - Cobra. Windhoek. Tafel Beer.

SEPT 2022 – DEC 2023

TBWA\Neboko, Netherlands, Chief Creative Officer adidas worldwide.

Key clients:

adidas brand, adidas running, adidas football, adidas women's, Philips

Responsibilities / Job Description:

Adidas is a problem account for TBWA worldwide. While it has a lot of potential for us to create some of the world's most iconic work adidas is extremely conservative and difficult to work with. TBWA's worldwide CEO Troy Ruhanen asked me if I would like to take up the opportunity to move to Amsterdam and lead the adidas account for a year. This was a sensitive time as adidas was about to go through an entire worldwide brand refresh. I took the opportunity. I galvanised and led our worldwide team out of Amsterdam. We successfully created and launched 'You Got This' worldwide. During this time, I had to gain the agency and client's trust and make sure they had confidence in the work we were making. I had to make sure the work delivered on strategic challenges and was able to cross borders and cultures around the world. I also had to make sure the complex production realities did not compromise the ideas and executions while still being able to pull off beautiful and crafted worked that the world would take note of. The campaign launched in FEB 2024 and has been adidas's most successful campaign launch ever, outperforming the results and impact of their 2022 World Cup Campaign by a considerable margin.

New Business Wins:

NEOM - The Line.

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JAN 2024 – PRESENT

TBWA\Asia, Singapore, Regional Chief Creative Officer of Asia and Chief Creative Officer of Singapore

Key clients:

BMW, Singapore Airlines, Singapore HPB, Starhub, Hilton, Spotify, Nissan, IKEA, National Arts Council of Singapore, SGenable, HSBC, Sunsilk, NCS, Shiseido, Ferrero, NTUC, Google Cloud

Responsibilities / Job Description:

In 2024, TBWA asked me to take on a bigger role within the Worldwide network by moving to Asia to become the Regional Chief Creative Officer and lead the 12 operating countries to a new level of creativity. The collective vision is to become Asia's No.1 Creative Collective. It is my job to take accountability in ensuring the relevant creative output consistently meets the highest quality standards. I work closely with all our in market Chief Creative Officers and have put down new processes and systems to help the regional collective achieve our vision. E.g. Monthly Regional Creative catch ups through the curation of world class, iconic work by serving and supporting the in country CCOs in these meetings and one-on-one catch ups in-between. I do this through feedback, support and direction that affects strategic approach, production approach, crafting original and great ideas, art direction, copy, tech and innovation. All the way from ideas, to executions, to packaging case films, PR content, award entry categories and interviews, articles. I also help and lead our teams on regional pitches and new business. We have been successful so far in achieving new business growth across the region that is above target.

Our creative performance as TBWA across the Asia region has also improved dramatically since my arrival. We have won a few agency of the years in various markets, a white pencil at D&AD, a Best of Discipline Cube at ADC, A Grand Statue at the NYC festivals and numerous Gold, Silver and Bronze statues at Cannes Lions, One Show, D&AD, Clio and Asia Spikes.

New Business Wins:

HPB - Health Promotion Board (biggest account to go to pitch in Singapore between 2022-2024), Starhub.

JUL 2024 – NOV 2024

TBWA\Chiat\Day, New York, Interim Chief Creative Officer of Hilton

Responsibilities / Job Description:

In July 2024, TBWA asked me to spend 3 months in New York to lead the Hilton business (at the time TBWA's 2nd biggest client worldwide) whilst they searched for a permanent CCO for the NYC office. I creatively lead the account in all aspects of the business and helped them to create some very powerful and effective work that set Hilton and the CD team up for years of success. From overseeing the 'For the Stay' Brand Refresh and new CI to the Fan Stays partnership platforms, New Ways to Stay campaign, It matters where you stay campaign, Hilton small business campaign, Curio Collection campaign and many more.

Peter Khoury as Regional Chief Creative Officer

Awards / 2025:

Clio Music

Grand / Branded Content & Collaborations

TBWA Hakuhodo / McDonalds / No Smiles

Gold / Use of Music in Advertising

TBWA Hakuhodo / McDonalds / No Smiles

Silver / Music Marketing / Social Good

TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Awards / 2025 Continued:

Peter Khoury as Regional Chief Creative Officer

Awards / 2024:

LIA London international Awards

Grand / Transformative Business Impact
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Branded Entertainment / Music Videos
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Transformative Business Impact / Brand Manifestation
TBWA Hakuhodo / McDonalds / No Smiles

Silver / Music and Sound / Original Music with Lyrics
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Print Craft / Photography Campaign
TBWA China / Adidas / Yoga Village

New York Festivals

Grand / Best Use of Collabs & Partnerships
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Best Use of Collabs & Partnerships
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Best Use of Social & Influencer
TBWA Hakuhodo / McDonalds / No Smiles

Gold / Best Use of Radio & Audio
TBWA Hakuhodo / McDonalds / No Smiles

Bronze / Film Craft
TBWA Hakuhodo / McDonalds / No Smiles

Effies UK

Gold / Food
TBWA London / Mcvities / True Original

Awards / 2024 Continued:

Cannes Lions

Gold / Social & Influencer / Single Market
TBWA Hakuhodo / McDonalds / No Smiles

Bronze / Radio & Audio / Social Behaviour & Cultural Insight
TBWA Hakuhodo / McDonalds / No Smiles

Bronze / Entertainment for Music / Partnerships with Music Talent
TBWA Hakuhodo / McDonalds / No Smiles

Shortlist / Entertainment for Music / Social Behaviour & Cultural Insight
TBWA Hakuhodo / McDonalds / No Smiles

Shortlist / Radio & Audio / Use of Music
TBWA Hakuhodo / McDonalds / No Smiles

Shortlist / Social & Influencer / Restaurants & Fast Food
TBWA Hakuhodo / McDonalds / No Smiles

Shortlist / Social & Influencer / Market Disruption
TBWA Hakuhodo / McDonalds / No Smiles

Silver / Social & Influencer / Social Purpose
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

One Show

Merit / Integrated / Campaigns for Good
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Merit / Integrated / Craft / Use of tech
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Merit / Music & Sound / Craft / Use of tech
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Merit / Radio & Audio first / Radio & Audio for Good
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

The Webby Awards

Nominee / Advertising, Media & PR: Best cause related campaign
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

D&AD

Wood Pencil / Radio & Audio / Entertainment
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Shortlist / Radio & Audio / Innovation
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Shortlist / Media / Radio & Audio
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Peter Khoury as Regional Chief Creative Officer

Awards / 2024 Continued:

Singapore Agency of the Year Awards 2024

Gold / Full Service Agency of the Year
TBWA Singapore

Gold / Creative Agency of the Year
TBWA Singapore

Gold / Brand & Design Consultancy of the Year
TBWA Singapore

Gold / Best Agency-Client Relationship
TBWA Singapore x Singapore Airlines

Silver / Content Marketing Agency of the Year
TBWA Singapore

IAB Bookmarks South Africa

Black Pixel / Best Digital Agency
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Digital Brand of the Year
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / Podcasts, Live Streaming and Audio Streaming
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / AI
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / Integrated Mixed Media Campaign
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / Excellence in Craft: Software, Coding & Tech Innovation
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Silver / Excellence in Craft: Use of Sound
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Effies APAC

Bronze / Influencer
TBWA Japan / McDonalds / No Smiles

Effies Singapore

Silver / AI
TBWA Singapore / NMS / Reimagining Singapore's History with AI

Silver / T&SE Seasonal Marketing
TBWA Singapore / Fairprice Group / Be More Dragon

Silver / Transportation
TBWA Singapore / Singapore Airlines / Welcome to World Class

Silver / Social Good: Brands, non-profit
TBWA Singapore / SG Enable / SG UnAwkward

Silver / Culture & the Arts
TBWA Singapore / NMS / Reimagining Singapore's History with AI

Bronze / Food & Beverage
TBWA Singapore / Fairprice Group / Be More Dragon

Awards / 2023:

Cannes Lions

Shortlist / Media / Use of social platforms
TBWA Neboko / adidas / the impossible billboard

Loeries

Gold Craft / Use of Technology
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / Brand Content Radio & Audio
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold Craft / Radio & Audio / Use of Technology
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Gold / Use of AI
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Silver / Music Video
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Campaign Silver / Radio & Audio
TBWA Hunt Lascaris / City Lodge Hotels / Holiday after the Holiday

Bronze / Integrated Campaign
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Craft Certificate / Radio & Audio / Sound Design
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Campaign Craft Certificate / Radio & Audio / Direction
TBWA Hunt Lascaris / City Lodge Hotels / Holiday after the Holiday

Craft Certificate / adidas / Digital Design
TBWA Hunt Lascaris / adidas / The Impossible Billboard

Little Black Book Immortal Awards:

MEA & Global Finalist
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

The Creative Circle:

Annual Awards Agency of the Year 2023
TBWA Hunt Lascaris

1st Place / Digital
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

1st Place / PR & Media
TBWA Hunt Lascaris / Riky Rick Foundation / Stronger

Peter Khoury as Chief Creative Officer

Awards / 2022:

Loeries

Silver / Integrated Campaign
Nissan South Africa / Made with your Playlist

Craft Certificate / Film / Cinematography
TBWA Hunt Lascaris / KFC / Now We Balling

Craft Certificate / Film / Editing
TBWA Hunt Lascaris / MTN Group / Feet

Craft Certificate / Film / Best use of Licensed Music
TBWA Hunt Lascaris / MTN Group / Feet

Bronze / Design / Mixed Media
TBWA Hunt Lascaris / KFC / Now We Balling

Bronze / Digital / Data Driven Campaign
TBWA Hunt Lascaris / Nissan South Africa / Made With Your Playlist

Bronze/ Print Communication
TBWA Hunt Lascaris / Nissan South Africa / Dream Cars

Bronze / Film / Online Film
TBWA Hunt Lascaris / MTN Group / One More Push Africa

Financial Mail Adfocus 2022

Overall Agency of the Year
TBWA South Africa

Group Agency of the Year
TBWA South Africa

Large Agency of the Year
TBWA Hunt Lascaris

Partnership of the Year
TBWA & MTN

Africa Impact Award
TBWA

Marklives Industry Poll - 2022

Peter Gabriel Khoury
2022 Most Admired Creative Leader in South Africa

Awards / 2022 Continued:

The Creative Circle:

Overall Rankings Agency of the Year 2021
TBWA Hunt Lascaris

Overall Rankings Group of the Year 2021
TBWA SA

1st Place / Digital
TBWA Hunt Lascaris / Nissan / Shwii

1st Place / Radio & Audio
TBWA Hunt Lascaris / Nissan / Shwii

2nd Place / Integrated
TBWA Hunt Lascaris / Nissan / Shwii

Fast Company: World Changing Ideas 2022

Honorable Mention
TBWA Hunt Lascaris / Nissan / Shwii

One Show

Merit / Moving Image Craft / Sound Design
TBWA Hunt Lascaris / MTN Group / Feet

D&AD

Wood Pencil / Radio & Audio Commercials
TBWA Hunt Lascaris / Nissan / Shwii

Wood Pencil / Direct / Digital
TBWA Hunt Lascaris / Nissan / Made for your Playlist

Cannes Lions

Shortlist / Media / Automotive
TBWA Hunt Lascaris / Nissan / Shwii

IAB Bookmarks South Africa

Gold / Platforms: Mobile Website
TBWA Hunt Lascaris / Nissan / Made for your Playlist

Silver / Channels: Innovation
TBWA Hunt Lascaris / Nissan / Made for your Playlist

Bronze / Craft: Innovation
TBWA Hunt Lascaris / Nissan / Shwii

Bronze / Craft: Voice Experience Design
TBWA Hunt Lascaris / Nissan / Shwii

Peter Khoury as Chief Creative Officer

Awards / 2021:

Loeries

TBWA - 2nd Regional Agency of the Year

TBWA Hunt Lascaris - 2nd Individual Agency of the Year

Grand Prix / Radio Campaign

TBWA Hunt Lascaris / Nissan / Shwii

Gold / Social Media

TBWA Hunt Lascaris / MTN / Wear it for Me

Gold Craft / Radio Campaign / Sound Design

TBWA Hunt Lascaris / Nissan / Shwii

Gold Craft / Radio Campaign / Direction

TBWA Hunt Lascaris / Nissan / Shwii

Silver / Digital Design

TBWA Hunt Lascaris / Spotify / But Make it Mzansi

Silver / Online Film

TBWA Hunt Lascaris / Datsun / Shhh

Craft Certificate / Design / Illustration

TBWA Hunt Lascaris / Spotify / But Make it Mzansi

Craft Certificate / Radio / Use of Tech

TBWA Hunt Lascaris / Nissan / Shwii

Bronze / Media innovation

TBWA Hunt Lascaris / Nissan / Shwii

Bronze / Social Integrated

TBWA Hunt Lascaris / MTN / Wear it for Me

Bronze / Radio

TBWA Hunt Lascaris / City Lodge / Marital Bliss

Bronze / Film

TBWA Hunt Lascaris / MTN / Jerseys

Awards / 2021 continued:

IAB Bookmarks South Africa

Bronze / Digital integrated campaign

TBWA Hunt Lascaris / MTN Group / Wear It For Me

Bronze / Integrated Mixed Media campaign

TBWA Hunt Lascaris / MTN Group / Wear It For Me

Bronze / Integrated Mixed Media campaign

TBWA Hunt Lascaris / 1000 Women Trust / Make Time - Krissy Doll

Bronze / Breakthrough on a Budget

TBWA Hunt Lascaris / Datsun GO South Africa / Children

Bronze / Online Video Series

TBWA Hunt Lascaris / Datsun GO South Africa / Exciting

The Purpose Awards EMEA:

2021 - Agency of the Year at the Purpose Awards EMEA

TBWA\South Africa

2021 - Brand-led Best Advocacy Campaign

MTN "Wear it for Me" campaign

Cannes Lions

Gold / Entertainment / Fiction Film

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Film Craft / Direction

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Film Craft / Casting

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Bronze / Glass - South Africa's 1st Glass Lion

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Bronze / Film / Not-for-profit

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Shortlist / Film / Social Behaviour

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Shortlist / Film / Breakthrough on a Budget

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Shortlist / Radio & Audio

TBWA Hunt Lascaris / Nissan / SHWI

Shortlist / Radio & Audio

TBWA Hunt Lascaris / Nissan / SHWI - Gandaganda

Shortlist / Radio & Audio

TBWA Hunt Lascaris / Nissan / SHWI - Ngola Yamalhle

Inaugural Effie Awards South Africa

Silver

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Peter Khoury as Chief Creative Officer

Awards / 2021 continued:

Marklives Industry Poll - 2021

Peter Gabriel Khoury
2021 Most Admired Creative Leader in South Africa

The Creative Circle:

Overall Rankings Agency of the Year 2020
TBWA Hunt Lascaris

Overall Rankings Group of the Year 2020
TBWA SA

D&AD

Wood Pencil / Radio & Audio

TBWA Hunt Lascaris / City Lodge / Marital Bliss

Wood Pencil / Writing for Advertising

TBWA Hunt Lascaris / City Lodge / Marital Bliss

Shortlist / Radio & Audio

TBWA Hunt Lascaris / Datsun South Africa / Carmagedon

Shortlist / Radio & Audio

TBWA Hunt Lascaris / Datsun South Africa / TV licence

One Show

Silver Pencil / Radio & Audio Broadcast

TBWA Hunt Lascaris / City Lodge / Marital Bliss

Silver Pencil / Radio & Audio Craft Writing

TBWA Hunt Lascaris / City Lodge / Marital Bliss

Merit / Design Craft Illustration

TBWA Hunt Lascaris / Spotify / But make it Mzansi

Merit / Film

TBWA Hunt Lascaris / Datsun South Africa / Shhhhh

Merit / Health, Wellness & Pharma Digital Web & Mobile

TBWA Hunt Lascaris / 1000 Women Trust / Make Time

Merit / Radio & Audio Broadcast

TBWA Hunt Lascaris / Datsun South Africa / Carmagedon

Merit / Radio & Audio

TBWA Hunt Lascaris / Datsun South Africa / Clarity of Hindsight

Awards / 2020:

Financial Mail - AdFocus Awards 2020

Financial Mail 2020 Industry Leader of the Year 2020
Peter Gabriel Khoury

Cannes Lions

Cannes Lions - Regional Agency of the Decade Runner - up Africa & Middle East

TBWA Hunt Lascaris

(Also was Top 5 for 9 out of the 10 years and 1 in 2019)

Loeries

Gold / Integrated Campaign

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Craft Gold / Performance

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Digital / Display Advertising

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Silver / Film

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Craft Certificate / Digital / Crafts Writing

TBWA Hunt Lascaris / MTN South Africa / The Lazarusman

Craft Certificate / Direction

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Bronze / Integrated Campaign

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Bronze / Radio Campaign

TBWA Hunt Lascaris / Datsun South Africa / Clarity of Hindsight

Bronze / Radio Campaign Non-English

TBWA Hunt Lascaris / MTN South Africa / MoMo Dramas

Bronze / Design / Mixed Media

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Bronze / Live

TBWA Hunt Lascaris / MTN South Africa / The Official Bozza

Bronze / Film

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Peter Khoury as Chief Creative Officer

Awards / 2020 Continued:

The One Show

Silver Pencil / Radio & Audio Campaign

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Silver Pencil / Radio & Audio / Writing Campaign

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Bronze Pencil / Radio & Audio Campaign

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Bronze Pencil / Radio & Audio / Writing

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Bronze Pencil / Radio & Audio / Custom Content

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Bronze Pencil / Radio & Audio / Craft Use of Music

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Bronze, The Bat, Radio & Audio

TBWA Hunt Lascaris / City Lodge / Comic Con Prmom

Merit / In Rehearsal for Unbound / Interactive & Online

TBWA Hunt Lascaris / Joburg Ballet / In rehearsal for Unbound Campaign

Merit / Radio & Audio / Craft Use of Music

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Merit / Radio & Audio / Custom Content

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

D&AD

Wood Pencil / Radio Adverts over 30 seconds (Single)

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Wood Pencil / Radio Advertising / Campaigns (Multi)

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Wood Pencil / Writing for audio / Campaigns (multi)

TBWA Hunt Lascaris / Town Lodge / The Real Cost of being UmZulu Campaign

Shortlist / Radio and audio / Night Weeping

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Shortlist / Radio and audio / Pleasure Cave

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Shortlist / Radio and audio / Lumpy Futon

TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Awards / 2020 Continued:

IAB Bookmarks South Africa

Black Pixel - TBWA Hunt Lascaris

(Digital Agency of the Year)

Gold / Channel: Online Video

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Gold / Campaign: Digital Strategy

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Gold Craft / Excellence in Online Video Production

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Gold Craft / Craft: Excellence in Software, Coding and Tech

TBWA Hunt Lascaris / Datsun / Twitter Tug of War

Silver / Campaign: Digital Strategy

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Campaign: Branded Content

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Campaign: Digital Integrated Campaign

TBWA Hunt Lascaris / Hype Magazine / Blame No More

Silver / Campaign: Digital Integrated Campaign

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Silver / Channel: Innovative use of Media

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Silver Craft / Craft: Excellence in Marketing Copywriting

TBWA Hunt Lascaris / ODC / The Light at the Start of Everything

Bronze / Channel: Online Video Series

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Bronze Craft / Craft: Excellence in Strategy

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Bronze Craft / Craft: Excellence in Online Video Production

TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

Bronze / Channel: Innovative use of Media

TBWA Hunt Lascaris / Datsun / Twitter Tug of War

Bronze / Channel: Innovation

TBWA Hunt Lascaris / Datsun / Twitter Tug of War

Bronze / Community: Social Media Campaign

TBWA Hunt Lascaris / Datsun / Twitter Tug of War

Bronze / Platform Innovation

TBWA Hunt Lascaris / Datsun / Twitter Tug of War

Bronze / Channel: Online Video

TBWA Hunt Lascaris / ODC / The Light at the Start of Everything

Bronze / Community: Social Media Campaign

TBWA Hunt Lascaris / MTN / Streaming or Dreaming

Peter Khoury as Chief Creative Officer

Awards / 2020 Continued:

The Creative Circle:

Overall Rankings Agency of the Year 2019
TBWA Hunt Lascaris

Overall Rankings Group of the Year 2019
TBWA SA

Creative Circle 2019 Annual Awards Agency of the Year
TBWA Hunt Lascaris

1st Place / Digital
TBWA Hunt Lascaris / Joburg Ballet / In Rehearsal for Unbound

1st Place / PR & Media
TBWA Hunt Lascaris / Hype Magazine / #BlameNoMore

1st Place / Radio
TBWA Hunt Lascaris / Town Lodge / The Real Cost of being Umzulu

The WARC / GUNN Report

Top 100 Agencies
TBWA Hunt Lascaris ranks 27th

Top 100 Campaigns of 2020:
TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet (80th)

Marklives Industry Poll - 2020

Peter Gabriel Khoury
2020 Most Admired Creative Leader in South Africa

Awards / 2019:

Cannes Lions

Gold / Radio Campaign / Script
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Silver / Radio Campaign
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Bronze / Radio Campaign / Social Behaviour & Cultural Insight
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Shortlist / Radio / Use of Music
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign / Nsizwa

Shortlist / Radio / Local Brand
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign / Makoti

Loeries

TBWA - Regional Agency of the Year

Grand Prix / Radio Campaign
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Gold / Radio
TBWA Hunt Lascaris / City Lodge / Comic Con / The Bat

Gold / Online Film Campaign
TBWA Hunt Lascaris / MTN South Africa / Pizza, Leftover Pizza

Gold Craft / Film / Writing
TBWA Hunt Lascaris / ODC / The Light at the Start of Everything

Gold Craft / Radio Campaign / Direction
TBWA Hunt Lascaris / Town Lodge / The Real Cost Campaign

Gold Craft / Radio Campaign Non-English / Writing
TBWA Hunt Lascaris / Town Lodge / The Real Cost of being Umzulu Campaign

Gold Craft / Radio Campaign Non-English / Performance
TBWA Hunt Lascaris / Town Lodge / The Real Cost of being Umzulu Campaign

Silver / Branded Content Series
TBWA Hunt Lascaris / MTN South Africa / Sounds the Call Series

Craft Certificate / Film / Music & Sound
TBWA Hunt Lascaris / ODC / The Light at the Start of Everything

Craft Certificate / Radio / Performance
TBWA Hunt Lascaris / City Lodge / Comic Con / The Bat

Craft Certificate / Digital / Use of Technology
TBWA Hunt Lascaris / Datsun Go / Twitter Tug of War

Craft Certificate / Radio Campaign Non-English / Performance
TBWA Hunt Lascaris / MTN South Africa / Night Time Stories

Bronze / TV & Cinema Commercial
TBWA Hunt Lascaris / MTN South Africa / Little Cassanova

Bronze / TV & Cinema Commercial
TBWA Hunt Lascaris / ODC / The Light at the Start of Everything

Bronze / Online Film
TBWA Hunt Lascaris / MTN South Africa / Kenny G

Bronze / Online Film
TBWA Hunt Lascaris / MTN South Africa / The Sweater

Bronze / Social Media
TBWA Hunt Lascaris / Standard Bank / Tweet Machine

Bronze / Social Media
TBWA Hunt Lascaris / Datsun Go / Twitter Tug of War

Bronze / Print Campaign
TBWA Hunt Lascaris / City Lodge / Theme Scheme

Peter Khoury as Chief Creative Officer

Awards / 2019 Continued:

IAB Bookmarks South Africa

Gold / Online Video Series

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Branded Content

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Social media campaigns

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver Craft / Online video production

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver Craft / Strategy

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Innovative use of media

TBWA Hunt Lascaris / Doom / The most annoying banner

Bronze / Websites

TBWA Hunt Lascaris / Doom / Make them stop

Bronze / Online Video

TBWA Hunt Lascaris / Nissan / Intelligent Mobility 6 sec ads

Bronze / Digital Strategy

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Bronze / Digital Integrated Campaign

TBWA Hunt Lascaris / MTN / Mic Drop

D&AD:

Yellow Pencil / Branded Content & Entertainment / Tactical

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Graphite Pencil / Digital Marketing / Use of Trends & Tactical

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Shortlist / Creativity for Good

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Shortlist / PR / Low Budget

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Shortlist / Radio & Audio / Radio Campaign

TBWA Hunt Lascaris / Flight Centre Youth & Adventure / World Gone Mad

Awards / 2019 Continued:

The One Show

Gold / Branded Entertainment Campaign / Series / Episodic

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Social Media / Real-time Response

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Merit / Social Media Campaign

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Merit / Creative Use of Data / Social Media

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Merit / Creative Use of Data / Storytelling

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Merit / Public Relations / Current Event Response

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Merit / Radio & Audio / Writing Campaign

TBWA Hunt Lascaris / Flight Centre Youth & Adventure / World Gone Mad

The Good Report 2018

Top 100 Campaigns for good causes:

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

The Webby Awards

Winner Advertising, Media & PR: Real-time response campaign

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Winner Social: Arts & Entertainment

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

The WARC / GUNN Report

Top 100 Campaigns of 2019:

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet (86th)

The Creative Circle:

Overall Rankings Agency of the Year 2018

TBWA Hunt Lascaris

Overall Rankings Group of the Year 2018

TBWA SA

Creative Circle 2018 Annual Awards / 1st Place / Design

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Peter Khoury as Chief Creative Officer

Awards / 2018:

Epica Awards:

Silver / Recreation & Leisure

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Film & Series

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Bronze / Topical & Real-Time Advertising

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Little Black Book Immortal Awards:

Commendation

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Clio:

Gold / Branded Content / Film

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Branded Entertainment / Film Scripted

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Bronze / Public Relations / Brand Development

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Cannes Lions:

Gold / Entertainment / Talent / Digital & Social

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver / Creative Data / Social Data and Insight

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Gold / Radio Campaign / Script

TBWA Hunt Lascaris / Student Flights / Festival, Date and Swim

Silver / Radio Campaign

TBWA Hunt Lascaris / Student Flights / Festival, Date and Swim

Shortlist / Entertainment / Branded Content / Online:Fiction

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Shortlist / Entertainment / Innovation in branded Content

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Shortlist / Radio / Casting & Performance

TBWA Hunt Lascaris / Student Flights / Swim

Shortlist / Radio / Casting & Performance

TBWA Hunt Lascaris / Student Flights / Date

Shortlist / Radio / Casting & Performance

TBWA Hunt Lascaris / Student Flights / Festival

Shortlist / Radio / Sound Design

TBWA Hunt Lascaris / Student Flights / Festival

The Loerie Awards:

TBWA - Regional Agency of the Year

Public Service Award (Grand Prix)

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Gold Campaign / Branded Content

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Gold Craft Campaign / Radio / Writing

TBWA Hunt Lascaris / Student Flights / Festival, Date and Swim

Gold Craft Campaign / Design / Photography

TBWA Hunt Lascaris / Tiger Brands / Doom Website

Gold Craft Campaign / Art Direction

TBWA Hunt Lascaris / Distell / Nederburg Stories

Gold Campaign / Public Relations

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Awards / 2018 Continued:

The Loerie Awards continued:

Gold / Social Media

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver Campaign / Data Driven

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

Silver Campaign / Radio

TBWA Hunt Lascaris / Student Flights / Festival, Date and Swim

Bronze / Digital Banner

TBWA Hunt Lascaris / Tiger Brands / Doom Annoying Banner

Bronze / TV

TBWA Hunt Lascaris / Standard Bank / We're coming for you

Craft Campaign / Radio / Direction

TBWA Hunt Lascaris / Student Flights / Festival, Date and Swim

Craft Certificate / Music and SFX

TBWA Hunt Lascaris / Joburg Ballet / Breaking Ballet

D&AD:

Wood Pencil / Radio Campaign

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Adforum 2018 Business Creative Report:

Travel & Tourism Sector 4th place worldwide

TBWA Hunt Lascaris / Flight Centre / Student Flights

The One Show:

Bronze / Design / Collateral items

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Bronze / Health, Wellness & Pharma / Branding

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Bronze / Radio Campaign / Writing

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Bronze / Radio Campaign / Sound Design

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Bronze / Radio Campaign / Sound Design

TBWA Hunt Lascaris / Student Flights / Climate Change

Bronze / Radio Campaign / Sound Design

TBWA Hunt Lascaris / Student Flights / Knowledge

Merit / Radio Campaign

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Merit / Radio Single

TBWA Hunt Lascaris / Student Flights / A.I.

Merit / Radio Single

TBWA Hunt Lascaris / Doom / Fly on the Wall

Merit / Radio / Writing

TBWA Hunt Lascaris / Doom / Fly on the Wall

Merit / Radio Campaign / Sound Design

TBWA Hunt Lascaris / Doom / Fly on the Wall

Peter Khoury as Chief Creative Officer

Awards / 2018 Continued:

The One Show continued:

Merit / Design / Collateral Items

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Merit / Radio Single / Sound Design

TBWA Hunt Lascaris / Doom / Fly on the Wall Bedroom

Merit / Radio Single / Sound Design

TBWA Hunt Lascaris / Doom / Fly on the Wall Living Room

Merit / Radio Single / Sound Design

TBWA Hunt Lascaris / Doom / Fly on the Wall Bathroom

Merit / Radio Single

TBWA Hunt Lascaris / Student Flights / Knowledge

Merit / Radio Single / Sound Design

TBWA Hunt Lascaris / Student Flights / A.I.

Merit / Design / Art Direction

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Awards / 2017

The Loerie Awards:

Gold / Film & Video / Internet Video above 90s

TBWA Hunt Lascaris / Student Flights / Babybot

Gold / Communication Design / General Collateral

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Gold / Radio / Internet & Mobile Audio

TBWA Hunt Lascaris / Student Flights / US President

Gold Craft / Direction

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Gold Craft / Performance

TBWA Hunt Lascaris / Student Flights / US President

Silver / Radio Campaign

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Bronze / Communication Design / ID Programmes

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Bronze / Communication Design / Mixed Media Campaign

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Bronze / Print / Newspaper Campaign

TBWA Hunt Lascaris / Doom / Fly on the Wall

Bronze / Radio Campaign

TBWA Hunt Lascaris / Doom / Fly on the Wall

Bronze / Radio Campaign

TBWA Hunt Lascaris / Pictionary / Know your Partner

Craft Certificate / Communication Design / Illustration

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Craft Certificate / Direction

TBWA Hunt Lascaris / Student Flights / US President

Craft Certificate / Writing

TBWA Hunt Lascaris / Student Flights / US President

Craft Certificate / Writing

TBWA Hunt Lascaris / Student Flights / World Gone Mad

Craft Certificate / Writing

TBWA Hunt Lascaris / Doom / Fly on the Wall

Craft Certificate / Performance

TBWA Hunt Lascaris / Student Flights / World Gone Mad

The Creative Circle:

Creative Circle 2017 Annual Awards / 1st Place / Experiential

TBWA Hunt Lascaris / Flight Centre Youth & Adventure / Babybot

Peter Khoury as Chief Creative Officer

Awards / 2017 Continued:

Cannes Lions:

Bronze / Design

TBWA Hunt Lascaris / Goodbye Malaria / Beautiful Pathogens

Bronze / Radio

TBWA Hunt Lascaris / Flight Center - Student Flights / US President

Shortlist / Radio

TBWA Hunt Lascaris / Tiger Brands – Doom / Fly on the Bedroom Wall

Shortlist / Radio

TBWA Hunt Lascaris / Tiger Brands – Doom / Fly on the Living Room Wall

Shortlist / Radio Casting & Performance

TBWA Hunt Lascaris / Flight Center - Student Flights / US President

Shortlist / Radio Sound Design

TBWA Hunt Lascaris / Flight Center - Student Flights / Knowledge

D&AD:

Graphite Pencil / Radio

TBWA Hunt Lascaris / Student Flights / US President

Wood Pencil / Writing for Radio & Audio

TBWA Hunt Lascaris / Student Flights / Spiritual Festival

Wood Pencil / Writing for Radio & Audio

TBWA Hunt Lascaris / City Lodge / Anniversary

The One Show:

Bronze Pencil / Poster Campaign

TBWA Hunt Lascaris / The Times / The news you should be following

Merit / Print Campaign

TBWA Hunt Lascaris / Student Flights / Holiday Packing

Merit / Print Single

TBWA Hunt Lascaris / Student Flights / Dude vs Pensioner

Merit / Print Single

TBWA Hunt Lascaris / Student Flights / Babe vs Mom

Merit / Print Art Direction

TBWA Hunt Lascaris / Student Flights / Holiday Packing

Merit / In-Store Campaign

TBWA Hunt Lascaris / Student Flights / Holiday Packing

Merit / Radio Campaign

TBWA Hunt Lascaris / Student Flights / Travel before it's not fun anymore

Awards / 2016:

The Loerie Awards:

Gold / Radio Campaign writing

TBWA Hunt Lascaris / Flight Center - Student Flights / Skiing Trip, Spiritual Festival, Spring Break

Silver / Radio Campaign

TBWA Hunt Lascaris / Tiger Brands – Peaceful Sleep / Monna / Mosadi

Silver / Radio Campaign

TBWA Hunt Lascaris / Flight Center - Student Flights / Skiing Trip, Spiritual Festival, Spring Break

Bronze / Print Campaign

TBWA Hunt Lascaris / Flight Center - Student Flights / Babe vs Mom, Dude vs Pensioner, Make-Up vs Meds

Bronze / Radio

TBWA Hunt Lascaris / Flight Center - Student Flights / Old Dan / Old Kev / Old Jen

Cannes Lions:

Silver / Print and Publishing Campaign

TBWA Hunt Lascaris / City Lodge Hotel Group / Staff, Team, Family

Silver / Print and Publishing Campaign

TBWA Hunt Lascaris / Flight Center - Student Flights / Babe vs Mom, Dude vs Pensioner, Make-Up vs Meds

Silver / Radio Campaign

TBWA Hunt Lascaris / Tiger Brands – Peaceful Sleep / Road Trip Equation, Sleep Over Equation

Silver / Radio Scriptwriting Campaign

TBWA Hunt Lascaris / Flight Center - Student Flights / Skiing Trip, Spiritual Festival, Spring Break

Shortlist / Print and Publishing

TBWA Hunt Lascaris / Tiger Brands – Peaceful Sleep / Neighborhood Equation

Shortlist / Print and Publishing

TBWA Hunt Lascaris / Tiger Brands – Peaceful Sleep / Toddler Equation

Shortlist / Print and Publishing

TBWA Hunt Lascaris / Tiger Brands – Peaceful Sleep / People Equation

Shortlist / Print and Publishing

TBWA Hunt Lascaris / The Times / Shopping

Shortlist / Print and Publishing

TBWA Hunt Lascaris / The Times / Chilling

Shortlist / Radio

TBWA Hunt Lascaris / Flight Center - Student Flights / Old Jen

Shortlist / Radio Sound Design

TBWA Hunt Lascaris / Flight Center - Student Flights / Spring Break

Peter Khoury as Chief Creative Officer

Awards / 2016 Continued:

D&AD

Yellow Pencil / Radio Campaign
TBWA Hunt Lascaris / DOOM / Sexy Times

Wood Pencil / Radio Campaign
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Wood Pencil / Writing for Radio
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

The One Show:

Second best radio agency in the world, One Show 2016 Rankings.
TBWA Hunt Lascaris

Gold Pencil / Radio Campaign
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Silver Pencil / Radio Campaign
TBWA Hunt Lascaris / DOOM / Sexy Times

Bronze Pencil / Radio
TBWA Hunt Lascaris / Student Flights / Music and sound / Beer Fest

Merit / Radio
TBWA Hunt Lascaris / Student Flights / Music and sound / Beach Party

The Creative Circle:

Overall Rankings Agency of the Year 2015
TBWA Hunt Lascaris

Creative Circle 2015 Annual Awards:

Individual Agency Winner at Annual Awards 2015
TBWA Hunt Lascaris

Creative Circle 2018 Annual Awards / 1st Place / Radio
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Awards / 2015:

The Loerie Awards:

Gold Loerie / Radio Campaign
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Gold Craft Loerie / Radio Campaign
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Silver Loerie / Radio Campaign
TBWA Hunt Lascaris / DOOM / Sexy Times

Silver Loerie / Print Campaign
TBWA Hunt Lascaris / Artline / Permanent - Semi permanent

Bronze Loerie / Poster Campaign – Communication Design
TBWA Hunt Lascaris / Beacon All-sorts / Play-0-Graphics

Cannes Lions:

Best radio agency in the world, Cannes 2015 Rankings.
TBWA Hunt Lascaris

Gold / Radio Campaign
TBWA Hunt Lascaris / DOOM / Sexy Times

Gold / Radio Campaign writing
TBWA Hunt Lascaris / DOOM / Sexy Times

Silver / Radio Campaign
TBWA Hunt Lascaris / Student Flights / Beer Fest, Music Festival, Beach Party

Shortlist / Radio Scriptwriting
TBWA Hunt Lascaris / Student Flights / Beer Fest

Shortlist / Radio Scriptwriting
TBWA Hunt Lascaris / Student Flights / Beach Party

Shortlist / Radio Scriptwriting
TBWA Hunt Lascaris / Student Flights / Music Festival

Shortlist / Direct
TBWA Hunt Lascaris / MSF / #ToughDecisions

D&AD

Wood Pencil / Digital Direct
TBWA Hunt Lascaris / MSF / #ToughDecisions

The One Show:

Silver Pencil / Radio Campaign
TBWA Hunt Lascaris / Nissan / Leaf / Silent Engines

Merit Award / Social Media Integrated Campaign
TBWA Hunt Lascaris / MSF / #ToughDecisions

Peter Khoury as Executive Creative Director

Awards / 2013:

The Gunn Report

Campaign: MetropolitanRepublic / WIMPY / Braille Burgers

Cannes Lions:

Work published in Cannes Lions 60th / Game Changers
(The evolution of Advertising) MetropolitanRepublic / WIMPY / Braille Burgers

Awards / 2012:

Cannes Lions:

Gold Lion/ PR (Retail and Ecommerce)
MetropolitanRepublic / WIMPY / Braille Burgers

Silver Lion / PR (Best use of Live Events)
MetropolitanRepublic / WIMPY / Braille Burgers

Shortlist / Media (Retail & E-commerce)
MetropolitanRepublic / WIMPY / Braille Burgers

Shortlist / Media (Best use of Special Events)
MetropolitanRepublic / WIMPY / Braille Burgers

Shortlist / Promo & Activation (Retail)
MetropolitanRepublic / WIMPY / Braille Burgers

Shortlist / Promo & Activation (Best use of Experiential Marketing)
MetropolitanRepublic / WIMPY / Braille Burgers

Shortlist / Direct (Retail and Ecommerce)
MetropolitanRepublic / WIMPY / Braille Burgers

Clio:

Gold Award / PR
MetropolitanRepublic / WIMPY / Braille Burgers

Bronze Award / Interactive Email
MetropolitanRepublic / WIMPY / Braille Burgers

The One Show:

Merit Award / Experiential Advertising / Events & Competitions
MetropolitanRepublic / WIMPY / Braille Burgers

The One Show Entertainment:

Silver Pencil / Events & Installations
MetropolitanRepublic / WIMPY / Braille Burgers

Merit Award / Events & Installations
MetropolitanRepublic / WIMPY / Braille Burgers

The Loerie Awards:

Gold Loerie / Direct & PR
MetropolitanRepublic / WIMPY / Braille Burgers

Silver Loerie / Media Innovation Single
MetropolitanRepublic / WIMPY / Braille Burgers

Silver Loerie / Direct & Promotional Mail
MetropolitanRepublic / Aveng Water / Acid Mine Water

Awards / 2011:

The Loerie Awards:

Silver Loerie / Radio Campaign
MetropolitanRepublic / MTN Directions / The Lost Campaign

Awards / 2010:

Cannes Lions:

Shortlist / Film
MetropolitanRepublic / POWA / POWA

The One Show:

Merit Award / TV Campaign
MetropolitanRepublic / Drive Alive / Richard, Martin, Tracey

Merit Award / TV Single
MetropolitanRepublic / Drive Alive / Tracey

D&AD:

Wood Pencil / Cinema
MetropolitanRepublic / POWA / POWA

The Loerie Awards:

Gold Loerie / Integrated Campaign & Ubuntu Award
MetropolitanRepublic / MTN FIFA WC SPONSORSHIP / AYOBA

Silver Loerie / TV Campaign
MetropolitanRepublic / Drive Alive / Richard, Martin, Tracey

Bronze Loerie / Outdoor
MetropolitanRepublic / MTN FIFA WC SPONSORSHIP / AYOBA – Stadium in Transit

Awards / 2009:

The One Show:

Merit Award / Magazine Design
MetropolitanRepublic / Dossier Magazine / Dossier Magazine

The Loerie Awards:

Bronze Loerie / Communication Design / Mixed Media Campaign
MetropolitanRepublic / Hotel De Ville / Hotel De Ville C.I.

Bronze Loerie / Communication Design / Environmental Design
MetropolitanRepublic / Hotel De Ville / Hotel De Ville C.I.

Bronze Loerie / Digital Microsite
MetropolitanRepublic / MTN Cricket Sponsorship / Backyard Series

Peter Khoury as Creative Director

Awards / 2008:

Cannes Lions:

Bronze Lion / TV Single
MetropolitanRepublic / MTN / Clap

D&AD:

Wood Pencil / TV
MetropolitanRepublic / MTN / Clap

Wood Pencil / TV
MetropolitanRepublic / MTN / Stickies

Clio:

Bronze Award / TV Single / Cinematography
MetropolitanRepublic / MTN / Clap

Bronze Award / TV Single / Direction
MetropolitanRepublic / MTN / Clap

Bronze Award / TV Single / Editing
MetropolitanRepublic / MTN / Clap

Shortlist / TV Single / Music Adaptation
MetropolitanRepublic / MTN / Clap

The Loerie Awards:

Gold Loerie / Mixed Media Campaign
MetropolitanRepublic / MTN / Project Free Ad

Gold Loerie / Non-Broadcast Video & Film
MetropolitanRepublic / Liberty Life / Timeline

Gold Loerie / TV Craft / Editing
MetropolitanRepublic / MTN / Snapshots

Silver Loerie / Direct & Promotional TV
MetropolitanRepublic / MTN / Project Free Ad

Bronze Loerie / TV Single
MetropolitanRepublic / MTN / Community Table

Craft Loerie / TV Craft / Cinematography
MetropolitanRepublic / MTN / Community Table

Craft Loerie / TV Craft / Direction
MetropolitanRepublic / MTN / Community Table

Craft Loerie / TV Craft / Editing
MetropolitanRepublic / MTN / Community Table

The Gunn Report

Campaign: MetropolitanRepublic / MTN / Clap

Awards / 2007:

The Loerie Awards:

Gold Loerie / TV Craft / Animation and Special Visual Effects
MetropolitanRepublic / MTN / Stickies

Gold Loerie / TV Craft / Direction
MetropolitanRepublic / MTN / Clap

Gold Loerie / TV Craft / Cinematography
MetropolitanRepublic / MTN / Clap

Silver Loerie / TV Single
MetropolitanRepublic / MTN / Clap

Bronze Loerie / TV Single
MetropolitanRepublic / MTN / Stickies

Bronze Loerie / Direct & Promotional TV
MetropolitanRepublic / MTN / Homeward Bound, Skinny, Rooster

AD Review "Big Idea of the Year" Award:

Integrated Campaign
MetropolitanRepublic / MTN / GO Campaign

Peter Khoury as Art Director

Awards / 2006:

Cannes Lions:

Shortlist / Outdoor

TBWA Hunt Lascaris / IEC South Africa / Vandalism

Shortlist / Outdoor

TBWA Hunt Lascaris / IEC South Africa / United Wall

Shortlist / TV Single

TBWA Hunt Lascaris / Albany Bread / Grandpa

Luerzer's Archive:

Entry into book / TV

TBWA Hunt Lascaris / Albany Bread / Grandpa

Clio:

Shortlist / Billboard Campaign

TBWA Hunt Lascaris / IEC South Africa / Election Campaign

The Loerie Awards:

Bronze Loerie / Advertising Mixed Media Campaign

TBWA Hunt Lascaris / IEC South Africa / Mofaya

Bronze Loerie / Outdoor and Ambient Advertising

TBWA Hunt Lascaris / IEC South Africa / United Wall, Police, Vandalism

Awards / 2005:

Cannes Lions:

Shortlist / Outdoor Single

TBWA Hunt Lascaris / Thesaurus / Big Words

Shortlist / Outdoor Single

TBWA Hunt Lascaris / Thesaurus / Nice

Shortlist / Outdoor Single

TBWA Hunt Lascaris / Black Cat Peanut Butter / Lift

Luerzer's Archive:

Entry into book / Print

TBWA Hunt Lascaris / SAB Brutal Fruit / Strawberry, Kiwi, Litchi

The Loerie Awards:

Gold Loerie / TV Craft / Cinematography

TBWA Hunt Lascaris / Sasol Springbok Sponsorship / Two Villages

Silver Loerie / Outdoor and Ambient Single

TBWA Hunt Lascaris / Black Cat Peanut Butter / Lift

Silver Loerie / TV Campaign

TBWA Hunt Lascaris / Sasol Olympic Sponsorship / Joe "the volunteer coach"

Silver Loerie / TV Single

TBWA Hunt Lascaris / Sasol Springbok Sponsorship / Two Villages

Silver Loerie / TV Single

TBWA Hunt Lascaris / Sasol Olympic Sponsorship / "More than just a sponsor"

Silver Loerie / TV Single

TBWA Hunt Lascaris / Sasol Olympic Sponsorship / Joe "Boxing"

Awards / 2005 Continued:

Bronze Loerie / Print Campaign

TBWA Hunt Lascaris / Thesaurus

Bronze Loerie / Print Single

TBWA Hunt Lascaris / Thesaurus / Nice

Craft Loerie / Print Craft / Illustration and Typography

TBWA Hunt Lascaris / SAB Brutal Fruit / Strawberry, Kiwi, Litchi

Craft Loerie / Print Craft / Writing for Advertising

TBWA Hunt Lascaris / Thesaurus

Craft Loerie / TV Craft / Art Direction

TBWA Hunt Lascaris / Sasol Springbok Sponsorship / Two Villages

TBWA Worldwide Disruption Awards:

Gold Award / TV Campaign

TBWA Hunt Lascaris / Sasol / Milk, Fabric, Plate campaign

AD Review "Big Idea of the Year" Award:

Integrated Campaign

TBWA Hunt Lascaris / Sasol Olympic Sponsorship / Joe "the volunteer coach"

Awards / 2004:

Clio:

Bronze Award / Radio campaign

TBWA Hunt Lascaris / SABC 2 Saturday Night Movies / Campaign

Shortlist / TV Campaign

TBWA Hunt Lascaris / Sasol / Milk, Fabric, Plate campaign

Shortlist / Radio

TBWA Hunt Lascaris / SABC 2 Saturday Night Movies / The Law

Shortlist / Radio

TBWA Hunt Lascaris / Standard Bank Homeloans / Gargle

D&AD:

Wood Pencil / Ambient Media

TBWA Hunt Lascaris / NAMPAK Twinsaver / Shelf

The One Show:

Merit Award / Radio Single

TBWA Hunt Lascaris / Standard Bank / Gargle

Luerzer's Archive:

Entry into book / TV

TBWA Hunt Lascaris / Sasol / Milk, Fabric, Plate campaign

Peter Khoury as Art Director

Awards / 2004 Continued:

The Loerie Awards:

Gold Loerie / TV Campaign
TBWA Hunt Lascaris / Sasol / Milk, Fabric, Plate campaign

Gold Loerie / TV Single
TBWA Hunt Lascaris / Sasol / Milk

Gold Loerie / TV Craft / Direction
TBWA Hunt Lascaris / Sasol / Milk

Gold Loerie / TV Craft / Art Direction
TBWA Hunt Lascaris / Sasol / Milk

Gold Loerie / TV Craft / Cinematography
TBWA Hunt Lascaris / Sasol / Milk

Gold Loerie / TV Craft / Direction
TBWA Hunt Lascaris / Sasol / Plate

Gold Loerie / TV Craft / Art Direction
TBWA Hunt Lascaris / Sasol / Plate

Gold Loerie / Print Craft / Photography
TBWA Hunt Lascaris / BMW 6 Series / Lisbon Fan

Silver Loerie / Print Single
TBWA Hunt Lascaris / Sasol / Milk

Bronze Loerie / TV Single
TBWA Hunt Lascaris / Sasol / Fabric

Bronze Loerie / Print Single
TBWA Hunt Lascaris / Sasol / Fabric

Awards / 2003:

The One Show:

Merit / Outdoor
TBWA Hunt Lascaris / Nashua Life-like colour printers / Hitchhikers

Clio:

Shortlist / TV
TBWA Hunt Lascaris / Beacon Fast Forward / Highway

Luerzer's Archive:

Entry into book / Print
TBWA Hunt Lascaris / All Gold Sauces Campaign

Awards / 2002:

The One Show:

Gold Pencil / Digital Interactive Media / Email
TBWA Hunt Lascaris / BMW SA / Folder

Clio:

Shortlist / Innovative Media
TBWA Hunt Lascaris / Nashua / Hitchhikers

Shortlist / Poster
TBWA Hunt Lascaris / Kiwi / Shiner

Shortlist / Print
TBWA Hunt Lascaris / Kiwi / Shiner

Shortlist / Radio
TBWA Hunt Lascaris / Bic / Uncle Peet

Shortlist / Radio
TBWA Hunt Lascaris / Bic / Frikkie's Chick

Awards / 2001:

Cannes Lions:

Shortlist / Outdoor & Posters
TBWA Hunt Lascaris / KIWI Shoe Polish / Shiner

Shortlist / Print & Press
TBWA Hunt Lascaris / KIWI Shoe Polish / Shiner

Shortlist / Cyber
TBWA Hunt Lascaris / BMW SA / Folder

The Loerie Awards:

Silver Loerie / Radio
TBWA Hunt Lascaris / Bic SA / Frikkie's Chick

Silver Loerie / Digital Interactive Media / Email
TBWA Hunt Lascaris / BMW SA / Folder