

What does it take to win a Grand Prix?

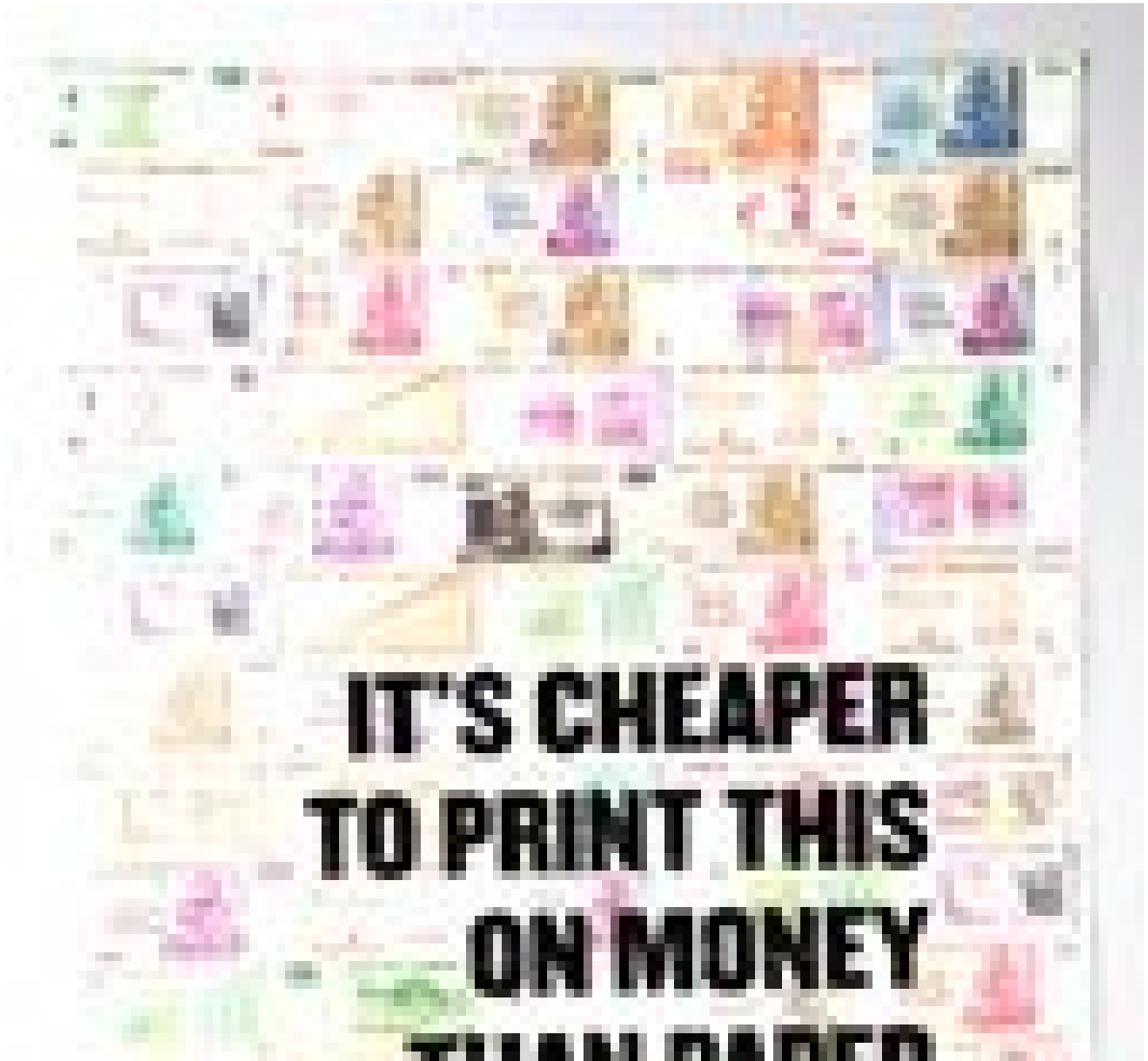
In the November 2009 issue of *AdVantage* magazine, we ask what it really takes to win the highest advertising accolade: a Cannes or Loeries Grand Prix. Luck? Talent? Entering as many awards categories as you can? Sex, drugs and rock 'n roll?



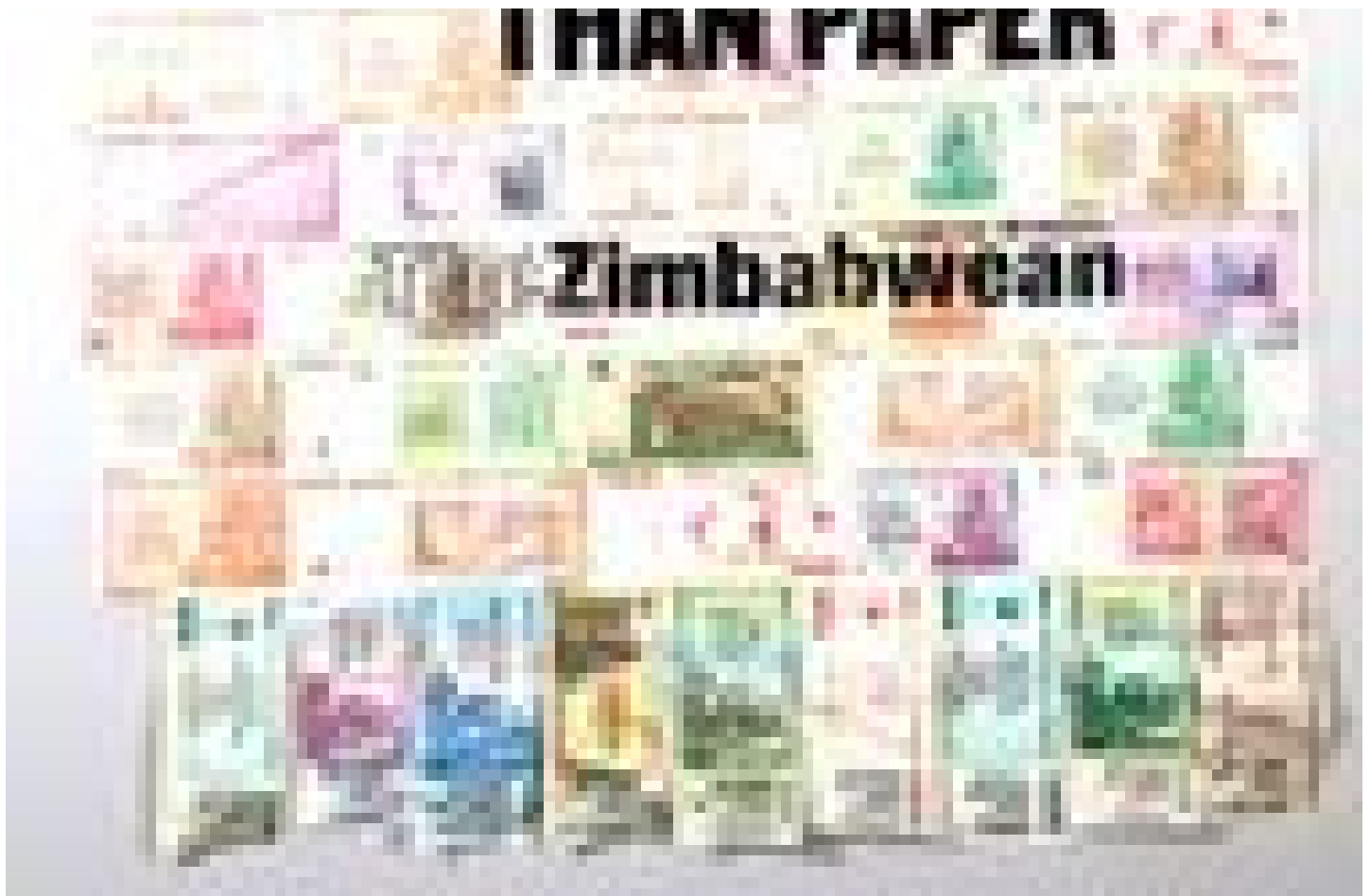
Advantage November 2009
issue

Two agencies achieved the accolade of winning both a Cannes and Loerie Grand Prix for two specific campaigns: TBWA\Hunt\Lascaris for the Zimbabwean campaign and Net#work's radio campaign for Virgin Atlantic.

We interview the young teams behind the 'great ideas' and ask the important questions... the ones their mothers won't. And we put them on the cover of the November issue as well as we believe young talent should be encouraged, no matter the drama that always goes around awards of this magnitude.



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Grand Prix winner Net#work BBDO Johannesburg's Radio Commercial Campaign 'Ferret, Dancer, Dog' for Virgin Atlantic To subscribe to *AdVantage*, your leading industry trade magazine, complete and return this [subscriptions form](#) to *AdVantage* (details within the form).

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