

# Daddy Buy Me A Pony trots off with Grand Clio

MIAMI, USA: Juries for the 47th international Clio Awards announced the Grand Clio winners last night, 15 May 2006, for "best-in-show" in five of six categories, as well as a total of 29 Gold Clio winners for the evening, at the Clio Content & Contact, Print, Internet, Design, Innovative and Integrated Media Awards Gala - and Cape Town-based Daddy Buy Me A Pony trotted off with a Grand Clio for Editorial Design, the only Gold Clio for Design and a Bronze Clio.

Says Charl Nel of Daddy Buy Me A Pony, "This is great news for a small boutique agency like ours, winning the only SA Gold at One Show New York last week and now the Clio Grand Prix this week - we cannot wait for the results of the D&AD awards in London on 26 May.

"This is once again proof that SA's creative standard is world-class. With the past week's awards in our portfolio, I know I can approach international brands confidently, here and abroad, with our creative offering," Nel adds.

The award was for work on *Afro //* magazine for client Spier Arts Trust. The Gold Clio was the only Gold presented out of 44 Clios in the Design category.

## All the South African winners:

### DESIGN

**Grand Clio:** Editorial Design - Daddy Buy Me A Pony for *Afro //* magazine

**Bronze:** Corporate Identity - FCB Cape Town for Seconds on Main

**Bronze:** Self-Promotion - FCB Cape Town for *I-Jusi* magazine

**Bronze:** Posters - Daddy Buy Me A Pony for African Story Without Words

### PRINT

**Bronze:** Automotive - Ogilvy Johannesburg for Harley Davidson - Class Photo

**Bronze:** Collateral - Net#work BBDO Johannesburg for Sappi - Personal Diary

**Bronze:** Home Products - Lowe Bull Johannesburg for Unilever - Sunlight - Headlights

### POSTER

**Bronze:** Apparel/Fashion - Saatchi & Saatchi Cape Town for Young Designer's Emporium - Skin - Denim

**Bronze:** Home Products - Lowe Bull Johannesburg for Unilever - Sunlight - Headlights

**Bronze:** Media Promotion - Ogilvy Africa Johannesburg for BBC Food - Fridge

**Bronze:** Public Service - Lobedu Leo Burnett for Salvation Army - Blanket

### CONTENT & CONTACT

**Bronze:** Net#work BBDO Johannesburg for SABC - 5 FM Lonely Finger

### INNOVATIVE

**Bronze:** Confections/Snacks Net#work BBDO Johannesburg for Simba Ghost Trolley

The Clio judging process makes it possible for there to be more than one Gold, Silver or Bronze winner - or in some cases, no winner at all - within individual categories. With just under 19 000 submissions received from around the world, only about one percent of all entries qualify to receive a Gold Clio. If judges determine a Gold winner is "best-of-the-best" in the category, they have the opportunity to bestow an even higher honor: the Grand Clio.

A complete list of Gold, Silver and Bronze Clio winners in the Contact & Content, Print/Poster, Internet, Design, Innovative and Integrated Media categories can be found at [www.clioawards.com/winners/index.cfm](http://www.clioawards.com/winners/index.cfm).

Part of the annual Clio Festival, 13 - 16 May, Clios in the Television/Cinema and Radio categories will be announced tonight, Tuesday May 16.

For more, visit: <https://www.bizcommunity.com>