

# CDF's best ads for September 2002

The best ads that appeared in September, as voted by the Creative Directors Forum.

Comments by Alistair King (Chairperson) for September 2002 judging:

We'll probably make enemies this month, because many of the scores were over-turned through debate.

The biggest swing happened in Outdoor where Twinsaver "Spiderman" was judged a better piece of Outdoor over the beautiful Cinema Nouveau poster campaign.

Exclusive Books have a clear and worthy winner in the Newspaper category, whilst the magazine category invited heated debate over the top 3 ads. Special mention should be made on the art direction and photography of the Magnum Ice Cream 7 Deadly Sins Campaign.

A clear winner in Television was Black Cat "Art Class". Very funny. Very charming.

The democratic process kicked in again on Radio where the Roger Garlick campaign was seen to be better collectively over any other single entry.

Herewith the results of the judging of the September 2002 entries. Congratulations to all concerned.

## Newspaper:

1. Exclusive Books/Fanatics "Album" (58,0) - Harrison Human Bates
2. Harley Davidson "Bull" (55,0) - Harrison Human Bates
3. Cadbury/Chocolate Online "Keyboard" (52,1) - Berry Bush BBDO

## Magazine:

1. Beith Digital/Colour Reproduction "Parrot" (52,1) - Red Nail
2. NSRI "Without your Help" (51,0) - O&MRST-M (Cape)
3. Audi SA/Satellite Navigation "Tick Page" (54,3) - O&MRST-M (Gtng)

## Outdoor:

1. Nampak/Twinsaver "Spiderman" (53,0) - TBWA Hunt Lascaris (Gtng)

2. Cinema Nouveau/International Film Festival "Coffee/Sushi/Swiss Roll/Guinness/Snails" (57,0) - The Jupiter Drawing Room (South Africa)
3. Vodacom/Weather Line "Wind" (49,2) - FCB Johannesburg

## **TV/Cinema:**

1. Tiger Brands/Black Cat "Art Class" (58,0) - TBWA Hunt Lascaris (Gtng)
2. Audio SA "Turtles" (53,0) - O&MRST-M (Gtng)
3. Cell C/Casual Chat 100 "Cough" (54,0) - Net#Work BBDO

## **Radio:**

1. Roger Garlick Awards - Campaign "School/Priest/Alcoholics" (50,0) - Herdbouys McCann Erickson
2. Standard Bank/Business Banking "Double Thumbs-Up" (50,1) - TBWA Hunt Lascaris (Gtng)
3. Nando's "Emergency" (50,0) - TBWA Hunt Lascaris (Gtng)

The judging panel for September 2002 comprised of :

Alistair King (Chair): KingJames  
Jamie Mietz: FCB Johannesburg  
Juan Scott: O&MRST-M  
Asheen Naidu: Lowe Bull Calvert Pace  
Kadi Winetzki: Publicis  
Graeme Jenner: Net#Work BBDO  
Paul Warner: TBWA Hunt Lascaris  
Stuart Walsh: Red Nail  
Andy Dippenaar: Pump

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