

# Eighteen Clios for SA

MIAMI: At the 48th International Clio Awards for Print, Interactive, Content & Contact, Integrated Campaigns, Innovative Media and Design last week, Saatchi & Saatchi Worldwide received one Grand and eight Gold Clios, the DDB Worldwide network landed seven Gold Clios, and work on behalf of Nike walked away with two Grand and four Golds. Outstanding showings from the Leo Burnett network, TBWA\Chiat\Day and DDB Worldwide were a highlight of the TV/Cinema and Radio awards gala the following night. South Africa's haul totalled totalled six Silvers and 12 Bronzes.

In addition, Saatchi & Saatchi, New York was named 2007 Clio Awards Agency of the Year, and Saatchi & Saatchi Worldwide collected the 2007 Clio Awards Agency Network of the Year honor, as determined by the agency office and network that score the most Clio statue points in all categories for a given year.

According to the Creative Circle South Africa, the following is SA's haul:

## SA's Silver Clios

Agency	Category	Product & Title
Lowe Bull (Jhb)	Print – Camp.	Axe “Scout/Frog/Jump/Arcade”
Net#Work BBDO	Print – Camp.	Virgin Atlantic/Suite Dreams “The Godfather/Gone with the Wind/Lord of the Rings
Net#Work BBDO	Poster - Travel	Virgin Atlantic/Upper Class Suite “Gone with the Wind”
TBWA Hunt Lascaris (Jhb)	Innovative Media	SAFAC “Tsotsi”
TBWA Hunt Lascaris (Jhb)	Print – Camp.	Doom “House of Horrors/Pranksters/Trick or Treat”
The Jupiter Drawing Room (South Africa)	Design	Design Indaba “Interactive Travel Bag”

## SA's Bronze Clios

Agency	Category	Product & Title
FoxP2	Print	National Geographic Kids Magazine “Scorpion Mailer”
Grey Worldwide Advertising	TV-Cinematography	Nokia “Jeans”
Lobedo Leo Burnett	Print – Camp.	Salvation Army “Superman/Bride/AWB”
Lobedu Leo Burnett	Print – Public Service	Salvation Army “AWB”
Lowe Bull (Jhb)	Print – Camp.	Axe “Highland Dancer/Milk Bottle/Costume”
Lowe Bull (Jhb)	Print – Toiletries	Axe “Arcade”
Lowe Bull (Jhb)	Print – Toiletries	Axe “Lego”
Lowe Bull (Jhb)	Print – Toiletries	Axe “Scout”
Lowe Bull (Jhb)	Integrated - Campaign	Axe “Get a Girlfriend”
Net#Work BBDO	Billboard – Banking	Nedbank “Power to the People”
Net#Work BBDO	Innovative Media	Nedbank “Power to the People”
Net#Work BBDO	Design – Posters	Apple Ipod

## Saatchi & Saatchi's Grand Clio

The Saatchi & Saatchi network scored big, with Saatchi & Saatchi New York capturing the Grand Clio for a print campaign on behalf of 42 Below Vodka, and seven Gold Clios for work on behalf of 42 Below Vodka, P&G – Glide Dental Floss and Allume System StuffIt Deluxe. F/Nazca Saatchi & Saatchi, São Paulo, Brazil, scored a Gold Clio for the “Stamp” campaign on behalf of client Fundação SOS Mata Atlântica.

Nike was the star client, with global work the US, Netherlands, Argentina, France, Denmark all winning Clio statues. Nike ads were awarded Grand Clios in the Interactive and Innovative Media categories, as well as four Gold Clios in those two and the Billboard category.

The DDB Worldwide network turned in a strong showing, with DDB London receiving four Gold Clios for print and poster work on behalf of Harvey Nichols, DDB Paris landing two Gold Clios for MTV Idol print campaign and media promotions, and TribalDDB being presented with a Gold Clio in Interactive for the Norelco Bodygroom consumer-targeted web site for Philips.

Other significant winners were R/GA, New York, which received the Grand and two Gold Clios for Nike Interactive work; the BBDO network with one Grand (BBDO Argentina for Nike in Innovative Media) and two Gold Clios; 180 Amsterdam, Netherlands with the Grand Clio in Integrated Campaigns (for Adidas); Leo Burnett Chicago with the Grand Clio in the Billboard category for McDonald's “Sundial,” Miami Ad School (San Francisco, CA, US and Hamburg, Germany campuses) with three Gold Clios, and Crispin Porter + Bogusky, Miami, with two Gold Clios.

Leo Burnett Italia, Milan, Italy took home the “best-in-show” Grand Clio in the TV/Cinema category for “Underwater World” on behalf of client Aqualtis Washing Machine. Leo Burnett, Lisbon, Portugal, also won a Gold Clio for the public service spot “Alzheimers” for client I.A.C. TBWA\Chiat\Day, New York, turned in a strong performance, capturing four Gold, three Silver and two Bronze Clios for TV work on Combos and Skittles.

The TV commercial “Bag of Smiles” for client Camelot was awarded two Gold Clios (to Abbott Mead Vickers BBDO, London and Studio AKA, London, for animation), as was the spot “Paint” for Sony Bravia (to Academy Productions, London and Fallon London for home entertainment.)

The Chicago office of DDB Worldwide continued its dazzling track record in Radio, winning 12 of the 16 Clio statues awarded in the category. The agency, which picked up four Gold Clios for Radio work in 2006, this year collected two Gold, five Silver and 5 Bronze Clios for radio spots and campaigns on behalf of Bud Light.

## Grand and Gold Clio winners

The list of Grand and Gold Clio winners is as follows:

**2007 Billboard:** 17 Clios awarded (1 Grand, 3 Gold, 5 Silver, 8 Bronze)

Gold Clio winners in their respective categories:

- Leo Burnett, Chicago, IL, US, retail food, “Sundial” for McDonald's (also Grand Clio winners)
- Miami Ad School Europe, Hamburg, Germany, student, “Jeep Boy” for Jeep
- VCU Adcenter, Richmond, VA, US, student, “Versatile Options” for U-Haul

**2007 Content & Contact:** 13 Clios awarded (3 Gold, 5 Silver, 6 Bronze)

Gold Clio winners in their respective categories:

- Crispin Porter + Bogusky, Miami, FL, US, “King Games” for Burger King
- George Paterson Partners, Melbourne, Australia, “Talking Boony” for Victoria Bitter
- JWT, New York, NY, US, “Bold Moves” for Ford

**2007 Design:** 20 Clios awarded (1 Gold, 6 Silver, 13 Bronze)

Gold Clio winners in their respective categories:

- BBDO, New York, NY, US, environmental design, BBC World Corners – Woman

**2007 Innovative Media:** 33 Clios awarded (1 Grand, 4 Gold, 9 Silver, 19 Bronze)

Gold Clio winners in their respective categories:

- BBDO Argentina, Buenos Aires, Argentina, corporate/institutional, “Barrio Bonito” for Nike (also Grand Clio winner)
- Miami Ad School, San Francisco, CA, US, student, “Glo-Card” for Williams Electric Co.
- Rethink, Vancouver, British Columbia, Canada, entertainment promotion, “Shelf” for Sculpture Biennale
- TBWA\Germany, Berlin, Germany, apparel/fashion, “Fresco” for Adidas

**2007 Integrated Campaign:** 14 Clios awarded (1 Grand, 3 Gold, 6 Silver, 4 Bronze)

Gold Clio winners in their respective categories:

- 180 Amsterdam, Amsterdam, Netherlands, “Adidas +10” for Adidas (also Grand Clio winners)
- Bartle Bogle Hegarty, New York, NY, US, “The Gamekillers” for Axe Dry
- Crispin Porter + Bogusky, Miami, FL, US, “Wonderful World of the King” for Burger King

**2007 Interactive:** 23 Clios awarded (1 Grand, 4 Gold, 6 Silver, 12 Bronze)

Gold Clios in their respective categories:

- Framfab, Copenhagen, Sweden, brand building, “Nike Football” for Nike
- R/GA, New York, NY, US, fresh approach, “Nike+” for Nike (also Grand Clio winners)
- R/GA, New York, NY, US, innovative use of technology, “Nike+” for Nike

**2007 Poster:** 64 Clios awarded (3 Gold, 16 Silver, 45 Bronze)

Gold winners in their respective categories:

- DDB London, London, UK, retail stores, “Balloon” for Harvey Nichols
- DDB London, London, UK, retail stores, “Ice” for Harvey Nichols
- Saatchi & Saatchi, New York, NY, campaign, “My Girlfriend Music/New Sports Car” for P&G – Glide Dental Floss

**2007 Print:** 118 Clios awarded (1 Grand, 15 Gold, 32 Silver, 70 Bronze)

Gold winners in their respective categories:

- DDB London, London, UK, retail stores, “Balloon” for Harvey Nichols
- DDB London, London, UK, retail stores, “Baseball Catfight” for Harvey Nichols
- DDB Paris, Paris, France, campaign, “Barry White/Nirvana/Bob Markey & the Wailers” for MTV Idol
- DDB Paris, Paris, France, media promotion, “Barry White” for MTV Idol

- F/Nazca Saatchi & Saatchi, São Paulo, Brazil, campaign, “Stamp-Monkeys/Stamp-Sloth/Stamp-Jaguar” for Fundação SOS Mata Atlântica
- Miami Ad School Europe, Hamburg, Germany, student campaign, “Blue/Black/Red” for Steadler Whiteboard Marker
- Saatchi & Saatchi, New York, NY, US, beverages/alcoholic, “Do It Yourself” for 42 Below Vodka
- Saatchi & Saatchi, New York, NY, US, campaign, “Flight Attendant/President Bush/Do It Yourself/Transvestite/Office Party/Blackout/Government Eavesdropping/Bareback Mountain/Sheep/Casino” for 42 Below Vodka (also Grand Clio winner)
- Saatchi & Saatchi, New York, NY, US, campaign, “China/Divorce/Tourist” for Allume Systems – StuffIt Deluxe
- Saatchi & Saatchi, New York, NY, US, campaign, “My Girlfriend/Sleeping Music/Big Night Out/New Sports Car/Manhattan” for P&G – Glide Dental Floss
- Saatchi & Saatchi, New York, NY, US, electronic equipment, “China” for Allume Systems – StuffIt Deluxe
- Saatchi & Saatchi, New York, NY, US, toiletries/pharmaceuticals, “My Girlfriend” for P&G – Glide Dental Floss
- TBWA\Paris, Paris, France, campaign, “Doctor Doctor/Birdy Num Num/Just a Little Prick” for MAPA Protective Gloves
- The Fan Club, Malmö, Sweden, collateral, “How Technical Are You?” for Blekinge Institute of Technology
- Y&R Philippines, Inc., Makati City, Philippines, campaign, “Bullets/Warship/Cross” for Soroptimist

**2007 TV/Cinema:** 90 Clios awarded (one Grand, 14 Gold, 22 Silver, and 53 Bronze)

Gold Clio winners in their respective categories:

- Abbott Mead Vickers BBDO, London, UK, animation, “Bag of Smiles” for Camelot
- Academy Productions, London, UK, home entertainment, “Paint” for Sony Bravia
- Bartle Bogle Hegarty, New York, NY, US, cinematography, “Sea of Skin” for Vaseline Brand
- Fallon London, UK, home entertainment, “Paint” for Sony Bravia
- Leo Burnett, Lisbon, Portugal, public service, “Alzheimers” for I.A.C.
- Leo Burnett Italia, Milan, Italy, home furnishings/appliances, “Underwater World” for Aqualtis Washing Machine (also Grand Clio winner)
- Method, Santa Monica, CA, US, visual effects, “Sears Tools – Arboretum” for Sears
- PSYOP, New York, NY, US, animation, “Happiness Factory” for Coca-Cola
- Studio AKA, London, UK, animation, “Bag of Smiles” for Camelot
- TBWA\Chiat\Day, New York, NY, campaign, “Fever/Heart to Heart/Videogames” for Combos
- TBWA\Chiat\Day, New York, NY, US, campaign, “Beard/Trade/Leak” for Skittles
- TBWA\Chiat\Day, New York, NY, US, confections/snacks, “Beard” for Skittles
- TBWA\Chiat\Day, New York, NY, US, confections/snacks, “Leak” for Skittles
- Weta Digital Ltd., Wellington, New Zealand, visual effects, “Snowball” for Travelers Insurance

**2007 Radio:** 16 Clios awarded (2 Gold, 6 Silver, and 8 Bronze)

Gold Clio winners in their respective categories:

- DDB Worldwide, Chicago, IL, US, beverages/alcoholic, “Genius – Mr. Really Big Golf Club Maker” for Bud Light
- DDB Worldwide, Chicago, IL, US, campaign, “Genius – Mr. Really Loud Cell Phone Guy/Genius – Mr. Really Big Golf Club Maker/Genius – Mr. Hot Dog Eating Contest Contestant” for Bud Light.

The Clio judging process makes it possible for there to be more than one or more Gold, Silver or Bronze winners – or in some cases, no winner at all – within individual categories. With more than 19 300 entries received from around the world, fewer than 3% receive a Clio statue and less than 1% receives a Gold Clio. If judges determine a Gold winner is “best-of-the-best” in its category, they have the opportunity to bestow an even higher honour: the Grand Clio.

To see the complete list of all Grand, Gold, Silver and Bronze Clio winners in all categories, go to [www.clioawards.com](http://www.clioawards.com).

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