

## Creative Circle results for June 2007

"It was post-Loerie-entry schizophrenia at this Creative Circle's ad of the month," comments chairperson Rob McLennan. "Here's how the categories felt – strong magazine, ok outdoor, thin press, and weak radio and film. Although there was a clear, popular winner in radio."

Continues McLennan, "There were a couple of ties, (Kyocera Knives just missed the winners list in the outdoor category) which led to discussion around the new judging system. It was generally agreed that more work should be given the opportunity to go through to a highly contested ad-of-the-year.

"There was also loads healthy debate, with the conversation centering around the June 16th public holiday and how the advertising messaging surrounding it should be portrayed. Which lead to discussion around the ethics and responsibilities we have as creatives because of the influence we wield. Heady stuff, but interesting, considering the amount of work that did really well and was debated at Cannes, that was based around ideas that do good (the Nedbank billboard for example).

"Maybe our South African creatives have a new-found awareness and conscience around the impact and effect our advertising can have on the country. Funny that. Oh, and congratulations to the winners."

### **NEWSPAPER: (in no particular order)**

- Winner: Dickies/Cyprus Jacket "Wet Newspaper" – Joe Public
- Winner: Unilever SA Home & Personal Care/Axe "Grand Prix/Dog Show/Black Board" – Lowe Bull (Jhb)
- Winner: *Mail & Guardian*/Youthday Supplement "June 16" TBWA Hunt Lascaris (Jhb)

### **MAGAZINE (In no particular order)**

- Winner: Tuffy/Sandwich Bags "Nerd" – Joe Public
- Winner: Patleys/Tabasco "Water" – Ogilvy
- Winner: KFC "Ring" – Ogilvy

### **OUTDOOR (In no particular Order)**

- Winner: Vodacom/Upgrades "Tilt" – FCB JHB
- Winner: WWF "Global Warming" – TBWA\Hunt\Lascaris (Jhb)

- Winner: Arrive Alive “I’m Fine to Drive” – The Jupiter Drawing Room (South Africa)

#### **TV/CINEMA (In no particular order)**

- Winner: Nandos/Vitality Discovery “Saves the World” – Lowe Bull (Jhb)
- Winner: VWSA/Touareg Garage Camp. “Ice Mountain/Desert/Jungle” – Ogilvy
- Winner: VWSA/Golf R32 “Fast Ad” – Ogilvy

#### **RADIO (In no particular order)**

- Winner: Edward Snell & Co/Russian Bear “Prison” – Lowe Bull (CT)
- Winner: Edward Snell & Co/Russian Bear “Inflation” – Lowe Bull (CT)
- Winner: Edward Snell & Co/Russian Bear “Gameshow” – Lowe Bull (CT)

The judging panel for June 2007 comprised:

Rob McLennan, FCB  
 Bridgette Johnson, Ogilvy  
 Andre Vrdoljak, Lowe Bull  
 Nicholas Hully, TBWA\Hunt\Lascaris  
 Graydon Pieterse, Net#work BBDO  
 Jonathan Deeb, TJDR  
 Mick Blore, Saatchi & Saatchi  
 Melusi Tshabalala, Y&R  
 Adam Livesey, KingJames

Gina King, Ireland-Davenport

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