

Creative Circle results for May 2008

The Creative Circle results for May 2008 are out and according to chairman Gerry Human, “[t]he toughest part about judging the week after Cannes was resisting the urge to directly compare the best in the world with the best of the month. Nevertheless, whilst the best work holds its own, there’s no doubt that May 2008 will not go down in history as a month brim-full of earth shattering ideas.”

Newspaper:

1. Clover/Long Life Milk “Zim Elections/Riann Cruywagen/Oprah” - Joe Public
2. P&G/Duracell “Vibrator” - Ogilvy
3. IB McIntyre/Masterlock “UFO/Magician/Hippies” - FoxP2

Magazine:

1. Reckitt Benckser/Vanish Stain Seeker “Camouflage/Floral/Paisley” - Euro RSCG
2. Ramrod/Binoculars “Iceberg/Tsunami/Lions” - Draftfcb JHB
3. Kalhari.net/Academic Books “Wuthering Heights/Anatomy/Uranus” - Joe Public

Outdoor:

1. Greenpeace/Save our Seas “Aurora/Asterdae/Seethe” - Ogilvy
2. SABC/Good Hope FM/Kinky Afroca CD Vol 1 “Fringe/Chest/Costume” - BBDO CT
3. Feed SA “Trolley” - TBWA\Hunt\Lascaris

TV/Cinema:

1. Vodacom “We’ve been Having it” - Draftfcb JHB
2. VW SA/Golf 5 GTI “Dream” - Ogilvy
3. Entyce Beverages/Frisco Coffee “Shlurp” - FoxP2

Radio:

1. Exclusive Books/Erotic Book Sale "Words" - Ogilvy
2. GSK/Oxy "Elita/Married/Weekends" - Ogilvy
3. Marshall Music "James Brown/Shabba/Death Metal" - BBDO CT

Comments from the chairperson

- Newspaper: "Simple, clear demonstration of the product benefit (stuff that lasts a long time), with a relevant local flavour."
- Magazine: "Engaging and well put together campaign for Vanish that cleverly persuades the reader to get involved in order to demonstrate that this stuff sorts stains out really quickly (I still haven't found the stain though!)."
- Outdoor: "Bold, graphic portrayal of the plight of sea creatures that need our help."
- Television: "Lot's of fun from Vodacom, we've been loving it!"
- Radio: "No sound effects, no jingle, just words...mmm erotic."

The judging panel for May 2008 comprised:

Gerry Human, Ogilvy
Angie Batis, Net#work BBDO
Vanessa Gibson, Grey SA
James Daniels, Euro RSCG
Malek Atassi, TBWA Dubai
David Strappini, JWT
Eoin Welsh, Lowe Bull
Grant Sithole, Drafftcb
Gina King, Ireland-Davenport

Matthew Barns, TJDR

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