

Creative Circle results for April 2012

The Creative Circle Ad of the Month results for April 2012 have been announced.



Comments Gareth Lessing, advertising chairperson of the month, "This month saw a fair amount of work, being a pre-Loeries month. And with a very strong judging panel, there were lots of valid opinions being expressed which made for a lekker Ad of the Month. So thank you agencies for the work and judges for your time and thoughts."

Category	April 2012
Print	1. Tiger Brands/Enterprise-Mother's Favourites "Daughter's Date/Evil Twin/Fighting Kids/Mommy's Boy/Mother-in-Law" - TBWA Hunt Lascaris
	2. Volkswagen/Brake Assist Technology "Cattle/Cyclists/School Kids" - Ogilvy CT
	3. Triton Leo Group/Q20 Multi-Purpose Lubricant "Donkey/Duck" Slingers - Bester Burke
	3. Omo/Dirt Sculpture "Rocket/Bones/Apple" - Lowe CT
Ambient/Outdoor	*1. KFC/Add Hope KFC CSI Initiative "Add Hope, Subtract Hunger" - Ogilvy Jhb
	2. Chicken Licken "XL Hotwings" - Net#Work BBDO
	2. Musica/Xbox Kinect Star Wars "Light Sabres" - TJDR CT
	3. McDonalds SA/Kids Parties "Sean's Mom & Matt's Mom/Katy's Mom & Sarah's Mom/Billy's Dad & Mark's Dad" - DDB SA
Film	1. Nando's "Options" - Black River FC
	1. Santam "Back at Ya" - KingJames
	2. DSTV/PVR "Rewind" - Ogilvy Jhb
	3. Honda SA "Continuum" - DDB SA
Radio	1. Tiger Brands/Doom Super Multi Insecticide - Things Change "Colony/Secret/Orphan" - TBWA Hunt Lascaris
	2. McDonalds SA/Kids Birthday Parties "Cowboys & Injuns/Wicked Witches/Cops & Robbers" - DDB SA
	3. Frank.net/Life Cover "Darwin/Park Bench/Newspaper" - FoxP2
	3. City Lodge Group of Hotels/Feel at Home. Not Back Home "JB/William/Graham/Georgina" - TBWA Hunt Lascaris
Digital	1. Volkswagen SA/Tiguan "New Tiguan Explorer Tab" - Ogilvy CT
	2. Flow/Water Crisis Awareness "#Close the Tap" - Native
	3. IFIX/Apple Repairs "Desktop Calendar" - 140 BBDO
	3. Heineken "Heineken Star Final Challenge" - M&C Saatchi Abel

*KFC/Add Hope "Add Hope, subtract Hunger", which was placed second in the March Ad of Month, was withdrawn by the agency, as the AV which should have been shown with the pull was erroneously not submitted. After consulting with some ExCo members, it was agreed the agency could re-submit the ad.

April 2012 advertising judges
Gareth Lessing, The Nest (chair)
Dave Topham, Black River FC
Este du Plessis, Net#Work BBDO
James Cloete, Draftfcb
Peter Khoury, Metropolitan Republic
Catherine Conradie, Ogilvy
Rajesh Ranchod, TJDR
Matthew Brink, TBWA Hunt Lascaris
Felix Kessel, Owen Kessel

Category	April 2012 advertising chair comments
Print	Lots and lots of great craft in the print category, so well done art directors. However, the craft was not always accompanied by an equally strong idea. So standing head and shoulders above the rest was the work by Hunts for Enterprise with no less than five executions in the campaign. Each execution had its own "story", so it was not just a duplication of an idea for campaign sake. Second was Ogilvy CT for VW, and tied third was Lowe Bull CT for OMO, and Bester Burke for Q20. Just a note on tied third: The OMO piece of work from Lowe Bull CT came in at fourth place but after a brief discussion it was moved into tie third as it is a great piece of work in a tough product category.
Film	Shoo, here there where some very strong feelings that nothing should be awarded as the work was not great at all. But sanity prevailed and in truth the category was saved by some healthy, fun sparring between brands. Nando's scored the highest for their play on the Santam ad. But because of the clever fresh way in which they responded we moved the "Back at Ya" Santam from King James into tie first with Nando's. Nice stuff! That left DSTV/PVR from Ogilvy JHB in second and Honda SA from DDB in third.
Radio	Another clear winner from Hunts with their Tiger Brands Doom work. Maybe a bit long, but a worthy winner none the less. Second was DDB with their spots for McDonalds, continuing with the great insight of not wanting those dreaded kids showing up at your house for a party. In true style of this month's panel we shuffled a bit and moved fourth place up into tie with third, as once again great work in a difficult product category (insurance) could not be ignored.
Ambient/outdoor	Not a great month, even though the scores are rather high. We did do some shuffling and moved "KFC Hope" into first as everyone felt it was a more effective and solid piece of work with integrity and a positive result. So that left Musica (TJDR CT) and Chicken Licken (Network) tied for second and McDonalds (DDB) coming in third.

April 2012 digital judges
Matt Ross, KingJames/Punk
Mark Tomlinson, Hello Computer
Nicholas Wittenberg, Ogilvy
Pete Case, Gloo Design
Conn Bertish, JWT
Adam Whitehouse, Native

Comments Adam Whitehouse, "This quarter saw a very small handful of entries. Although the selection was small, the type of work was extremely broad and of fairly high quality.

"The new Tiguan Explorer Tab by Ogilvy CT was a cool and surprising new take on a product promo page, clearly highlighting the possibilities of the car by allowing the user to ZOOM OUT of the page and navigate to a whole whack of awesome adventure sites. The [#CloseTheTap](#) campaign by Native, which came in second, was a great example of digital meeting the real world. A real running tap that would close slightly with every Tweet or Facebook wall post, aimed at bringing awareness to the global water crisis.

"The IFIX Desktop Calendar by 140/BBDO was a seriously refreshing entry aimed at keeping iFIX top of mind among their customers - a desktop calendar that would surprise the user with themes on special days like Mothers Day, April Fools Day, Movember, etc. The Heineken Star Final Challenge was a great video-driven game, challenging users to score goals against a scary looking guy in a horny helmet. A very nicely crafted experience."

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