

Creative Circle announces March and April winners

Creative Circle has announced its monthly winners for the months of March and April 2018. Judging for the Creative Circle Monthly Awards took place at M&C Saatchi Abel in Cape Town yesterday (31 May 2018) where the country's best creativity, in advertising and brand communication for the months of March and April 2018, were awarded.



Creative Circle judges. © [CC website](#).

Categories included Communication Design; Integrated Campaign; Digital & Interactive Communication; Film; Live Communication; Radio & Audio; Print Communications; Out of Home and PR & Media Communication. Not all categories placed winners.

Creative Circle jury

The 12-member jury was made up of a mix of senior and junior creatives from Creative Circle member agencies. This mix of skills allows the judging to act as a training ground for up-and-coming creatives to learn how to evaluate work. The panel included:

- Neo Mashigo (jury president), chief creative officer, Saatchi Group South Africa
- Jake Bester, executive creative director, Dalmation
- Dylan Dreyer, creative group head: Multimedia & Design, The Niche Guys
- Jenny Ehlers, group creative director, King James
- Jeanine Gomes, senior copywriter, Mullen Lowe Cape Town
- Sabine Heckmann, creative director, FCB Cape Town
- Michael Leese-Rolfe, creative director, FoxP2
- Andrew Ringrose, creative director, Duke
- Safaraaz Sindhi, creative group head, Ogilvy Cape Town
- Lucas van Vuuren, executive creative director, Jupiter Cape Town
- Anthony Walton, executive creative director, Geometry Global Cape Town
- Gavin Williams, creative director, True North Design

In addition to the awards, AB-InBev and Liberty have been announced as partners of Creative Circle's Annual and Monthly Awards with Primedia Broadcasting coming on-board to sponsor the Radio & Audio category. These endorsements are something that Pete Khoury, chief creative officer at TBWA\Hunt Lascaris and Creative Circle chairman has described as

“encouraging and exciting for the creative industry in South Africa.”

Investing in the power of creativity

“It is amazing to have great brands who invest in the power of great creativity,” says Khoury. “In return for their support, our partners also get unique access to South Africa's leading creative minds through bespoke workshops and inspiration sessions with our Creative Circle executive committee and member agencies.”

The Creative Circle represents advertising and design agencies, and only Creative Circle members are eligible to enter the awards. All monthly winners are shortlisted for the Annual Awards that will take place in March 2019.

The Creative Circle Interim Rankings for 2018 and the 2017 Rankings can be found [here](#).

January – December 2017

Category	Entry Agency	Prize	Brand	Title
Communication Design	Grid Worldwide Branding	First	Marble	Meat Made Luxury
Communication Design	Grid Worldwide Branding	Second	TBWA\	TBWA\ The Disruption® Company
Communication Design	Grid Worldwide Branding	Third	Krugerrand	Krugerrand: Extruded Into Space

March 2018

Category	Agency	Prize	Brand	Title
Communication Design	M&C Saatchi Abel	Second	Nando's	#rightmyname
Digital & Interactive	M&C Saatchi Abel	First	Nando's	#rightmyname
Digital & Interactive	Ogilvy Johannesburg	Second	MultiChoice	Halloween Sleepover
Digital & Interactive	TBWA Hunt Lascaris Johannesburg	Third	Tiger Brands	Make Them Stop
Film	TBWA Hunt Lascaris Johannesburg	First	Joburg Ballet	Copy Cat
Film	King James Group	Second	Newlands Spring Brewing Co.	NotThatNewlands
Film	King James Group	Third	Sanlam	Bright idea
Integrated	Ogilvy Cape Town	First	Ab-InBev Africa	#NoExcuse
Integrated	M&C Saatchi Abel	Second	Nando's	#rightmyname
Live Communications	Ogilvy Cape Town	First	Ab-InBev Africa	Soccer Song for Change
Live Communications	Joe Public United	Second	The Apartheid Museum	Bill of Rights ZA
Live Communications	Ogilvy Johannesburg	Third	MultiChoice	Halloween Sleepover
Out of Home	King James Group	Third	Netflix	Comedy Therapy
PR & Media	M&C Saatchi Abel	First	Nando's	#rightmyname
PR & Media	King James Group	Second	Newlands Spring Brewing Co.	NotThatNewlands
Print	M&C Saatchi Abel	First	Nando's	#rightmyname
Print	M&C Saatchi Abel	Second	Nando's	#rightmyname

April 2018

Category	Agency	Prize	Brand	Title
Digital & Interactive	TBWA Hunt Lascaris Johannesburg	First	Joburg Ballet	Breaking Ballet
Digital & Interactive	FCB Cape Town	Second	Western Cape Government	#Itcanwait
Digital & Interactive	TBWA Hunt Lascaris Johannesburg	Third	Joburg Ballet	Breaking Ballet
Film	TBWA Hunt Lascaris Johannesburg	First	Joburg Ballet	Africa Forever
Film	Grid Worldwide Branding	Second	#HopeJoanna	#HopeJoanna
Film	Bain & Bunkell	Third	Indiefin	Be Indie
Print	TBWA Hunt Lascaris Johannesburg	First	Apartheid Museum	Past and Present, Verwoerd, Botha, Smuts
Print	The Odd Number	Second	Brand South Africa	Freedom Day, Amandla, Marriage, Rhodes
Print	FoxP2 Advertising	Third	National Geographic Kids	See Nature At Its Best, Whale, Peacock, Wildebeest, Aurora Borealis
Radio	FCB Joburg	First	Toyota South Africa Motors (Pty) Ltd	Toyota Hilux Hill Assist "Just Another Road", Anniversary, Lobola, Boss Man
Radio	TBWA Hunt Lascaris Johannesburg	Second	Apartheid Museum	Past and Present, Verwoerd, Smuts, Botha
Radio	The Odd Number	Third	BBC South Africa	The World's Deadliest Drivers, Gusheshe, Mkize, Bachelors

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