

# Traffic wins Gold at 2011 Summit Creative Award

AUCKLAND, NEW ZEALAND: Traffic Group is a Gold winner in the 2011 Summit Creative Award competition for its creative work for New Zealand Steel. The company has a South African link, however - Gareth Poley, Traffic's advertising creative, hails from Durban.



Poley, who grew up in Durban and attended Glenardle Junior Primary, Brighton Beach Senior, Grosvenor Boys High School, Hillcrest High School, and completed his degree in Graphic Design at the Durban University of Technology, says: "This is the first year that we have entered into the advertising awards, and we won Gold for the 'best idea never produced'.

"This is quite a tough category because we were up against all the most creative ideas that pushed the boundaries just that bit too far! We also won Silver and Bronze in another two categories!"

Axis made the decision not to use the idea as it was seen as too provocative. Their intention was not to attack timber, but to promote the benefits of steel where appropriate.

## 'Fiercely competitive

The organisation behind the Summit International Awards (SIA), Summit Creative Awards, is dedicated to furthering excellence in the marketing communications industry, and the awards recognise creative excellence in advertising and marketing.

The Gold was for cut-through advertising entered into the 'Best Idea Never Produced Category', recognising true creativity, going up against all the best ideas that got left on the cutting room floor.

Judges from around the globe participate on the awards jury panels. They represent small, medium and large firms as well as universities, and all are tops in their fields. Judges came from entities such as Wieden & Kennedy, Tribal DDB, Turner Studios, Promoseven McCann Network, Grey Advertising, MWW Group, TBWA/Chiat/Day, Y&R, The Art Institute, New York University, Leo Burnett, Ogilvy & Mather, Saatchi & Saatchi, and XM - Hong Kong

According to the SIA "it was a fiercely competitive year with creativity bouncing back. Truly international in scope, this year's SCA competition received over 4300 entries from 22 countries and was judged by a panel of 18 creative professionals from 9 countries."

Submissions were judged on strength of concept, quality of execution and ability to persuade.

For more about Traffic go to [www.traffic.net.nz/](http://www.traffic.net.nz/).

