

Catching up on 2010 Creative Circle results: June/July, May, April

The Creative Circle results for Ad of the Month for June and July 2010 have been combined, and if you've been wondering about May and April, wonder no more. Congratulations to all concerned.



Category	June/July 2010	May 2010	April 2010
Newspaper	1. VW/New Golf "Busker/Rave Music/Paris Hilton" - Ogilvy CT	1. Estorial Book Store/Murder Mystery Month "Wash Basin/Pool/Basement" - DDB SA	1. HTH "Basketball Court/Zen Garden/Putting Green/Trampoline/Tennis Court - DDB SA
	2. Netflorist "Pool Guy/Tennis Coach/Fireman/Personal Trainer/Co-Worker - Draftfcb Jhb	2. Landrover/Discovery 4 "Sand Launch Control" - Y&R SA	2. Unilver/Sunlight "Front Door/Barbeque" - Lowe Bull Jhb
	2. Red Pepper Audio Books "Nun/Pilot" - Saatchi & Saatchi Jhb	3. uShaka Marine World/The Drop Zone "Statue of Liberty/Christ the Redeemer/Burjal Arab - Draftfcb Durban	3. Cadbury's/Milk Tray 'Mother's Day' - Ogilvy Jhb
	3. SC Johnson/Ziploc "Sunday/Wednesday/Friday - Draftfcb Jhb		
Magazine	1. Jelly Cams/Camera for Kids - No-one would believe you "Dragon/Alien" EuroRSCG	1. Ramsay Media/Popular Mechanics "Rain/Toast/Ladies Bathroom" - Volcano	Entries held over
	2. Tuffy/Scented Bags "Horse/Opera/Study" - Joe Public	2. DDBSA "eDDB" - DDB SA	
		3. Sink Media/NGKM "Air Pollution/Deforestation/Oil Slick" - FoxP2	
Outdoor	1. International Organisation for Migration/Counter Human Trafficking Programme "Campaign Designed to Drop Sales" - TBWA/Hunt/Lascaris JHB	1. NSRI "R.I.P Currents" - Ogilvy CT	1. Exclusive Books "Peepholes" - Ogilvy Jhb
	2. DSTV/DMX Music Channel - BOP "Beatles/Beyonce/Wham/Bobby McFerrin - Ogilvy Jhb	2. Brandhouse/Drive Dry "Drive Dr Evidence Bag" - FoxP2	2. The Star/Newspaper "Rugby/Soccer" - DDB SA
		3. McDonalds/24 Hours "Please Turn Over" - DDB SA	
TV/cinema	1. Chicken Licken/Love me Tender Burger "Beggar" - Net#work BBDO Jhb	1. Chicken Licken "Bunker" - Net#Work BBDO Jhb	1. Apartheid Museum "Luthuli Princess/Tambo Roundhouse Kick/Slovo Divas/ Lutuli Beanie/Biko Skullcandy/Lutuli Twins" - TBWA/Hunt/Lascaris Jhb

	2. Kalahari.net/Used Books/Music/DVD's/Games "Titanic" - Joe Public	2. Old Mutual "Nature of Wisdom" - Drafftcb Jhb	2. Drive Alive/Drunk Driving Awareness "Tracey/Martin/Gary/Richard - MetropolitanRepublic
	3. Toyota - Buddy "Puppy Eyes" - Drafftcb JHB	3. McDonalds/24 Hours "Paintball" - DDB SA	3. KFC/Streetwise - Crazy Entertainers "Streetwise 2/Together" - Ogilvy Jhb
	3. Famous Brands/Steers The Big 5 Burgers "The Big 5" - TBWA\Hunt\Lascares Jhb	3. Cadbury/Halls "Squirrel" - Ogilvy CT	
Radio	1. Cadbury SA/Clorets Eliminator "Boss/Client/Girlfriend's Mom" - Ogilvy CT	1. Estoril Book Store/Audio Books "Clown/Horse/Birthday" - DDB SA	1. Apartheid Museum "Poetry/Clueless/Essay" - TBWA\Hunt\Lascares\Jhb
	2. Toy Kingdom/Because to them it's real "Soldiers/Ninja" - TBWA\Hunt\Lascares CT	2. Touchline Media/Men's Health & Women's Health - The Sex "Sux" - Net#work BBDO CT	2. Tetrapak "Bees" - Lowe Bull Jhb
	3. uShaka Marine World/The Drop Zone "Scream" - Drafftcb DBN	3. Independent Newspapers/Cape Argus "Shoot the Tractor" - KingJames	3. CADIZ "wontbuildwealthbywatchingads.co.za/makegoodmoney.co.za/Goodinthedetails.co.za" - Net#work BBDO CT
Experiential		1. Microsoft/Xbox "Need for Speed" - Y&R SA	
		2. POWA "Neighbours" - Ogilvy Jhb	
		3. Exclusive Books/email for Dummies "Chain Mail" - Ogilvy Jhb	

Judges

June/July 2010		May 2010	April 2010
Tseliso Rangaka, Ogilvy (chair)		Gareth Lessing, DDB SA (chair)	Rob McLennan Net#Work BBDO (chair)
Gareth Paul, Drafftcb		Molefi Thulo, Ogilvy	Taryn Scher, Ogilvy
Justin Wright, TBWA\Hunt\Lascares		Erin Brooks, Drafftcb	James Cloete, Drafftcb
Justin Wanliss, Euro RSCG		Wihan Meerholz, TBWA\Hunt\Lascares	Adam Weber, TBWA\Hunt\Lascares
Vuyani Plata, TJDR		Avital Pinchevsky, MetropolitanRepublic	Marc Watson, Promise
Lee Naidoo, Lowe Bull		Tim Beckerling, McCann	Kerryn-Lee Maggs, Hello World
Andre Vrdoljak, DDB SA		Heidi Kasselmann, Lowe Bull	Juliet Honey, Lowe Bull
Angel Jones, morrisjones		Francois Boshoff, Volcano	Antoinette Fourie, Joe Public
Liam Wielopolski, Y&R		Catherine Ireland, Grey Advertising	Bongi Luvuno, Grey Advertising
Byron Liatos, Net#work BBDO			

Comments from the judges' chairperson

Category	June/July 2010	May 2010	April 2010
General	Overall the work was of a good standard, perhaps something attributable to the Loeries gold rush. Also it was the simple, entertaining but well-executed ideas that got the best response. Not surprising, given that we've just come out the other end of a year-long vuuzela.	Well done! I think!	Asurprising turn around for the books. One thing is clear, it's going to make for an interesting Loeries, with everyone amping it up in all categories with a lot of fresh, new work.

Newspaper	One of the stronger categories this month. Again, lots and lots of time spent crafting ideas that either ring a bell or don't quite satisfy. There were four favourites here, with Ogilvy Cape Town's VW campaign taking the undisputed lead.	Good to see that idea was king in this category, and then comes execution. Not that much work as is the trend these days. It would be nice to see competition of a higher standard.	Newspaper was won by DDB for HTH with a well art-directed campaign.
Magazine	Surprisingly few entries in this category, with execution slightly ahead of concept. Well done to the winners.	Once again the panel was not blown away. Here we felt that art direction was king, not concept. But still some worthy work goes through to Ad of the Year.	There was no magazine category this month. There have been much fewer entries month on month over the past year in both newspaper and magazine, possibly due to the proliferation of new media.
Outdoor	Very few pieces but by far the strongest category. Some judges felt some of the work was a little clunky and gimmicky in how it came together. Generally though, innovation as well as a high level of thought and crafting made this a rewarding one.	Nothing mind-blowing. Yes a first, second and third but pretty average. This is normally a great category.	Exclusive Books heads up outdoor with an amusing look into celebrity minds.
TV/cinema	The most balanced, with poor, average and good equally represented. Simple, entertaining, well-executed ideas got the unanimous votes. Well done to Network for arriving first with a funny Chicken Licken spot, followed by three other well-received ads.	A pretty good month. We all knew the winner when it popped up. Yip, Chicken Licken "Bunker". Once again a great piece from Network for Chicken Licken. Followed closely by three other nice spots.	The winners in the television category were won by cause-related advertising, which makes a difference from the norm. A fresh angle from Hunts for the Apartheid museum won in television and radio, articulated through how our supposedly savvy students know so much about popular culture, but when challenged, remember very little about South Africa's struggle heroes and credentials. Embarrassingly enough, we the panel were much the same.
Radio	Personally I found the radio quite dull with very few standout pieces. Lots of narrator led executions and announcers that insist on over-explaining the spots. The winners did really stand out. I think this category is dying for a kick in the ass.	The panel wasn't blown away. Lots of blank stares as we listened to ad after ad. Entertain us! Thank goodness for the top three pieces, they pulled us through. Some thoughts... too many rehashed ideas and some advice from the writers on the panel: you don't have to over write the spot. Write all it needs and nothing more.	Yet radio, which has been really good over the last couple of months, was pretty dismal apart from the winners.
Experiential		Lots of great work, and great to see how much thinking is going into new ways to bring a message to audiences. It truly is an exciting category. We seem to be a lot more loose and exercise more freedom when executing work in this category. We all really loved the performance and casting in the piece from Ogilvy for Exclusive Books "Chain mail". Most TV spots don't crack it as well as they did. And there was the great piece from Y&R for Xbox which held the SA flag high in Cannes by winning gold, and now to top it off you win Ad of the Month. Well done guys. One thing with entries: keep your clips short and to the point, pleeeeeeeze.	

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