

# Creative Circle results for July 2012

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



Comments Catherine Ireland, advertising chairperson for the month: "August's Ad of the Month featured a glamorous and unusually senior panel of lady judges in celebration of Women's Day. We judged print, film and loads of radio. There were very few outdoor entries, so these will be carried over to next month."

Category	July 2012
<b>Print</b>	1. Vidalyn/TLC Baby Wipes "Plane/Train/Car" - Draftfcb Jhb
	2. Tuffly/Extra Strong Refuse Bags "Working Girl/Bogota/Hell" - Saatchi & Saatchi CT
	3. Sampro/Rediscover Dairy "Logger/Sweat Shop/Whaler" - FoxP2
<b>Film</b>	1. Standard Bank/Joy of Jazz "Pigeon Jazz" - TBWA Hunt Lascaris Jhb
	2. Coronation Fund Managers "Elephant Whisperer" - FoxP2
	3. Foodcorp/Piemans "You deserve" - Joe Public
<b>Radio</b>	1. Flight Centre/Student Flights "Game Ranger/Zulu Warrior/Shark Whisperer" - TBWA Hunt Lascaris Jhb
	2. Mercedes-Benz/CL Class "The Reason we envy Spiders/The reason we envy Moths/The reason we envy Flies" - Net#Work BBDO
	3. Brandhouse/Drive Dry "Prisoner/Tow Truck/Police man" - FoxP2
<b>Ambient/outdoor</b>	Not enough entries - held back for August Ad of the Month
<b>Digital</b>	1. Toyota/Etios "Tweet for Sweets" - Hello Computer Jhb/Draftfcb Jhb
	2. Peugeot/208 "Let your Body Drive" - EuroRSCG SA/BETC Euro Paris
	2. Continental SA/Tyres "Continental Power of Stop" - Hello Computer
	3. Kellogg's/Rice Crispies "Story time" - Trigger Isobar

## July 2012 advertising judges

Catherine Ireland, Amplified (chair)
Fiona O'Conner, EuroRSCG
Jenny Glover, Net#Work BBDO
Angel Jones, Morris Jones
Mandie van der Merwe, Black River
Erin Brooks, Draftfcb
Dana Cohen, TJDR
Vanessa Pearson, House of Brave
Nicola Wielopolski, DDB SA
Bibi Lotter, Y&R SA

Category	July 2012 advertising chair comments
<b>Print</b>	Was not a particularly strong category this month. Judges commented on a lack of fresh art direction generally. But first place went to Draft FCB's Vidalyn baby wipes campaign which showcased a strong, simple idea, immaculately crafted.
<b>Film</b>	TBWA's Pigeon Jazz for Standard bank was head and shoulders above the other film entries. This would also be a strong activation/outdoor contender and illustrates the blurring of categories that we've seen recently at Cannes where the same work won in categories as diverse as typography, cyber and film. Strong ideas always transcend category definitions. Fox P2's Coronation Fund Managers Elephant Whisperer deserves a mention as it was really the only entry that packed an emotional punch. The ability to emotionally connect with juries is crucial when competing on an international stage as this type of work transcends cultural and language barriers.
<b>Radio</b>	Work that did not feature a wordy monologue by an omniscient narrator really stood out this month. The fact that a style is successful and well awarded means that "me too" work is likely to be penalized for a lack of freshness and originality. After all, the task of the jury is to award work that feels new and stands out. TBWA's humorous Flight Centre work won by a massive margin, proving that there are still plenty of fresh and amusing local insights to be mined and enjoyed.

## July 2012 digital judges

Pete Case, Gloo Design
Mark Tomlinson, Hello Computer

Adam Whitehouse, Native
Matt Ross, KingJames
Nicholas Wittenberg, Ogilvy CT
Emma Carpenter, Quirk
Nic van den Bergh, Aegis Media
Bruce Anderson, Net#Work BBDO

Comments Pete Case, "As usual at this time of year, there are a very large amount of entries, due to the already packaged case studies that are submitted to Loeries at around the same time. The quality was also very high, with several pieces of work, in my view, that could have won a normal round of awards, if they weren't up against such a volume of quality. All four finalists were strong examples of 'digital' and all from different parts of the digital landscape. Generally it was great to see so much quality work being produced by our industry and the obvious growth this reflects in the investment by clients in good ideas.

"The outright winner was the genius of 'Tweet for sweets', a wonderful brand aligned concept, execution and activation for Toyota Etios, that rewarded the consumer who interacted with a shopfront, with not only sweets after tweeting the brand message, but also a beautifully crafted physical experience within the storefront.

"Runners up included, the Peugeot 208 microsite, with humorous interactive videos stories, Continental's online game named The Power Of Stop, and my personal favourite; Kellogg's superbly simple audio tracks delivered to the phones of breakfast cereal eaters, via USSD. The concept turning breakfast time into story time and helping bringing a sense of edutainment to the family breakfast table.

"Well done to all the winners (and those that didn't quite scrape in). It's a privilege being part of judging such as high breadth of work and a great sign of our community's maturing talents."

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