

Round and round in Creative Circles

The judging of the Creative Circle Awards clearly needs to be relooked.

When I received the results of the December Creative Circle Judging I was horrified. In what twisted world is the latest kulula.com ad better than the other work entered. From I've heard, half the public don't seem to get the ad and the other half doesn't like it. When you add to this the fact that it is a parody ad (the lowest form of creativity) its first place is completely stupefying. In my personal opinion there is an "Old Boys" club developing within the industry with various methods of influence being exerted. How many times have I heard rumours of "Big Boys" turning over work they don't like or grunting disapprovingly in order to let the rest of the judges know that the mighty "So & So" doesn't like the ad. If the Creative Circle is to retain any of its credibility there needs to be some serious rethinking around judging procedures. One suggestion I make is that no judge should judge work in front of another judge, and that in fact, none of the judges should even know who the other judges are.

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