

Creative Circle results for September 2013

The Creative Circle Ad of the Month results for September 2013 have been announced.



The [Creative Circle](#) Ad of the Month results for September 2013 have been announced, and chairperson for the advertising judging panel that month, John Davenport of Ireland-Davenport comments: "There was some really nice print. Perhaps as a result of Eagles just being held. Few of the other categories had as much good work as print, although the experiential category was also pretty strong, probably because is only held every three months. And apparently we all need to work harder in radio though..."

Category	September 2013
Print	1. Mail & Guardian/Newspaper - Freedom is Knowing "Napalm Girl/Diana Tunnel/Mandela Prison/Twin Towers Jumper" - TBWA Hunt Lascaris Jhb
	2. SANBS/Blood Donations Masthead Barometer - Net#Work BBDO
	3. SBD Voyager/Beagle Satellite-Micro-Tracker "Ship/Adventure/Truck" - TBWA Hunt Lascaris CT
Radio	1. City of Cape Town/Electricity Saving "Two Play/Fasting/Calendars/Dog Hair" - Derrick
	2. M-Net/Mzansi Bioskop Magic "Zulu" - Ogilvy JHB
	3. Multichoice/DStv Food "Except for Cyril/The Good Kind of Funny/1 Rock Radio" Owen Kessel
Film	1. Prudential "South Pole" - Lowe Bull
	2. Allan Gray "The Slip" - KingJames CT
	3. Yellow Pages/yellowpages.co.za "The Golden Plunger" - 360eight
Experiential	1. Flight Centre/Student Flights "Student Economics Activation" - TBWA Hunt Lascaris Jhb
	2. WESSA (The Wildlife & Environmental Society of SA) 2013 - Annual Review "Solar Lamp" HumanKind
	3. Fox International Channels/Crime Channel "Cinema Crime Scene" - Ireland-Davenport
Out of home	Too few entries - held over to October awards

September 2013 advertising judges
John Davenport, Ireland-Davenport (Chair)
Archie Malinga, Joe Public
Marion Bryan, Ogilvy
Tim Beckerling, HumanKind
Charles Pantland, TBWA Hunt Lascaris
Bruce Anderson, Net#Work BBDO
Grant Sithole, Draftfc
Rob Rutherford, MetropolitanRepublic
Matt Berge, DDB
Nicola Bower, Owen Kessel

Category	September 2013 chair comments
Print	Once again a winner that finished pretty far ahead of the other pieces in the category. Really nice concept and a great, strong simple idea.
Film	A very nicely crafted piece for Prudential that finished well ahead of the others.
Radio	Okay, so this category was really quite poor. The other jurors were extremely keen that I emphasize that according to ad of month rules we had to award the top scoring spot ad of the month "winner" status, even though the scores were very very low. The top scoring spot in radio scored roughly half what the winners in the other categories scored.
Experiential	The work here was much more tightly grouped, with first, second and third only 2 or 3% between them. Flight Centre work that also did well at the Loeries a worthy winner.

For more, go to www.creativecircle.co.za, www.adlip.co.za and ididthatad.com.

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