South Africa's YoungGuns excel

NEW YORK, US: The organisers say that 2011 was YoungGuns biggest year since the event started out recognising young talent in 2000, and once again, in an international competition against the world's best, South Africa showed it has what it takes to compete successfully.



Our 100+ online jury voted initially and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.

At the end in the Advertising, Digital and Media Awards 82 Bullets were awarded to young talent in 15 countries.

To be awarded a Bullet signifies that you are talent on the rise; a leader of tomorrow or even a potential creative demi-god.

This recognition means that you will "Become the Hunted" for your talent, and you deserve it.

Only 10 Gold bullets were awarded to young talent. These were in South Africa x 1, France x 1, Poland x 1, Canada x 2 and the USA x 5.



The winners from South Africa:

Title	Category	Eligible Creatives	Agency	Country	Bullet
Last Ones Left	Public & Community Service - Print campaigns	Jared Osmond & Lizali Blom & Miguel Nunes	TBWA\HUNT\LASCARIS JOHANNESBURG	South Africa	Gold
McDonalds Regret Tests	TV campaigns > 30 seconds, or of differing lengths	Kenneth van Reenen & Greig Watt & Jade Manning & Vincent Osmond & Hital Pandya	DDB South Africa	South Africa	Silver
Love to Meet You	TV more than 30 seconds	Ryan Barkhuizen & Simon Lotze	FoxP2	South Africa	Silver
McDonalds Guests	Radio campaigns (any length)	Kenneth van Reenen & Greig Watt & Jade Manning & Vincent Osmond & Hital Pandya	DDB South Africa	South Africa	Bronze
Salvation Army - Blankets for the living	TV more than 30 seconds	Adam Abelson & Ryan Liedeman	Leo Burnett South Africa	South Africa	Finalist



South African members of the 2011 YoungGuns online jury:

- Damon Stapleton (executive creative director, TBWA Hunt Lascaris, Johannesburg)
- Julie Maunder (executive creative director, DDB, Cape Town)
- Adrian Miller (founder, V+ Johannesburg)
- Dario Nucci (creative director, The Alpha Studio, Cape Town)

"Enjoy the work. It's testament to me that YoungGuns is still as relevant today as it was when it started eleven years ago. Oh to be 29 again." Toby Talbot, ECD New Zealand and 2011 YoungGuns jury chairman

Showcase with all the work can be seen at www.ygaward.com

The last ones left...

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