

Creative Circle results for October 2007

The Creative Circle results for October 2007 are out and according to chairperson Brett Morris, it was not a particularly strong month overall, with very few entries in all categories. This “made the standouts really stand out and also some ad of the year finalists that are lucky to be going through. Kind of like how England landed up in the Rugby World Cup Final,” he says.

Newspaper (in no particular order):

- Ad of the Year Finalist: Netflorist/Rugby World Cup Congratulations “Rose” – DraftFCB (Jhb)
- Ad of the Year Finalist: Independent Newspapers/Cape Times “Rugby World Cup” – Lowe Bull (CT)
- Ad of the Year Finalist: Carisa “Butt” – Vutha

Comments Morris, “Speaking of the World Cup, there were quite a few Springbok congratulatory ads, but the *Cape Times* ad took home the trophy. Following on the successful ‘the world can change in a day’ campaign, the *Cape Times* ad showed England fans before the final, jubilant with the prospect of taking home the trophy. It was a clear favourite with the judges. (Bokke!)”

Magazine (in no particular order):

- Ad of the Year Finalist: Lifestyle/Ultra Thin Liners “Pink/Blue/Green” – Grey Adv.
- Ad of the Year Finalist: Allan Gray/Retirement “Hand/Hair/Eye” – KingJames (CT)
- Ad of the Year Finalist: Eveready/Alkaline Plus “Hair” – KingJames (Jhb)

“ Refreshing to see a campaign for Alan Gray, with actual words. Yes, a print ad with well-written, considered and engaging copy. Weird, I know. On the other extreme was a strong and simple idea for Eveready. This one had no words, or even a packshot, but was equally compelling. And then some fresh thinking in a tough category for LifeStyle panty liners,” says Morris.

Outdoor (in no particular order):

- Ad of the Year Finalist: War Museum “Camo Map” – Ireland-Davenport
- Ad of the Year Finalist: Mini/R56 “Godzilla” – KingJames (Jhb)
- Ad of the Year Finalist: 24.Com/Property 24.com “Better Neighbourhood” – Ogilvy

“The jury was somewhat divided on whether all the finalists were deserving, but some vehement support for all three. An interesting spin on mobile outdoor for 24.com. A strong, graphic idea for the War Museum and a well-crafted poster for Mini,” Morris comments.

TV/cinema (in no particular order):

- Ad of the Year Finalist: Distill/Savana “Compliments” – DraftFCB (CT)
- Ad of the Year Finalist: McCarthy/Valve Centre “Rides” – Morris Jones
- Ad of the Year Finalist: Coca Cola “Brrr” – Ogilvy

Says Morris, “Lean pickings in this category but a unanimous favourite for Coke.”

Radio (in no particular order):

- Ad of the Year Finalist: Nu-Metro “Lap Dance” – Ireland-Davenport
- Ad of the Year Finalist: BMW “Bi-Xenon” – Ireland-Davenport
- Ad of the Year Finalist: Bayer/Supradyn +50 “Prank Calls” – JWT (Jhb)

“ Only six entries in this category, so if you entered radio this month, you had a 50% chance of getting through. Those are pretty good odds. We considered pushing the entries out to next month, but then decided it’s about picking the best ads of the month, even if there are only few contenders. There were two clear favourites out of the six. Sex sold in the Nu Metro ad, with a good performance and a good laugh and good use of sound effects for BMW,” concludes Morris.

The judging panel for October 2007 comprised:

Brett Morris, Nandos
Gareth Lessing, DDB SA
Claire Harrison, Old Shanghai Firecracker
Rui Alves, Lowe Bull
Deon Wiggett, TBWA\Hunt\Lascaris
Reginald Makheth, Net#work BBDO
James Cloete, TJDR
Kerry Friend, Grey Advertising
Olivia Tesson, DraftFCB

Leon van Huyssteen, Ogilvy