

Creative Circle results for January 2009

Chairperson, Fran Luckin says, "A slightly leaner month than I was expecting, having braced myself for an onslaught of Clio and One Show and D&Ad hopefuls. Still, a not unhealthy showing overall," while describing the Creative Circle results for January 2009.

Newspaper:

- 1. Sunday Times/The Times www.thetimes.co.za - Hyperlinks - Ogilvy CT
- 2. DSTv/BBC News Channel "Mugabe/Smith/Giorgio" - Ogilvy Jhb
- 3. Fry's Vegetarian/Meat Alternatives "Zucchini/Sweet Potato/Aubergine" - Volcano

Magazine

- 1. McDonalds/Happy Meals "Cinema/Rollercoaster/Petshop" - DDB SA
- 2. Mercedes-Benz/S Class "Accountant/Ex-Wife/Children" - Net#Work BBDO Jhb
- 3. Associated Magazine/Marie Claire "Burka" - Net#Work BBDO CT

Outdoor

- 1. Simba/Ghost Pops "Zombie Man" - Net#Work BBDO Jhb
- 2. Nike/Women's Wear "Trolley/Step/Bench/Bus Stop" - Ogilvy Jhb
- 3. Cannon/Powershot IS 2000 "canon Human Statues" - DDB SA
- 3. Sima/Ghost Pops "Lady Ghoul" - Net#Work BBDO Jhb

TV/Cinema

- 1. KFC/Street Wise Two Brand "Skop" - Ogilvy Jhb
- 2. CNA/Back to School Camp. "Mean Girls/Punch/Picking Teams/Sick Bay" - The Jupiter Drawing Room (South Africa)
- 2. Ocean Basket/Freshest Seafood Camp. "Penguin/Seal/Pelican" - Joe Public

Radio

- 1. KFC/Sportscage Sponsorship "Men with Balls" - Ogilvy Jhb
- 2. Business Day/Budget Speech Edition "Trevor" - Net#Work BBDO Jhb
- 3. PSN/Jointeze "Clark Kent" - Eurorscg

Commentes from chairperson, Fran Luckin:

- Newspaper: "A clear winner from Ogilvy Cape Town for *The Times*. A clever way of selling the benefits of an online news service without denigrating newspapers themselves. A few of the judges felt that the "judges' note" was unnecessary, and that the work shouldn't need to be explained to the judges since the consumer would have had to make sense of the ad without the benefit of the note."

- Magazine: "A unanimously elected winner, based on a clear human insight. There was also a very witty and rewarding, carefully considered campaign for Mercedes S-Class, which came in second."
- Outdoor: "A strongly contested category, won by Net#Work Jhb with the latest installment in the ever-popular "Ghost Pops" campaign."
- Radio: "A little bit of post-judging discussion here around whether the *Business Day* ad should perhaps be placed first. But the general feeling was that the KFC radio campaign, which actually scored the highest points, stood out and made the judges laugh, and it should be left to time (and perhaps international judges) to tell whether it has sufficient "X factor" to really break through in international awards. On the whole it felt as though there were a few nice ideas in radio, which were sadly let down by shabby production."
- Film: "A clear winner for Ogilvy Jhb with KFC Streetwise 2. But also a very fresh retail campaign for CNA (no mean feat) from The Jupiter Drawing Room and a very well executed TV campaign from Joe Public for Ocean Basket."

Judging panel

- Fran Luckin, Ogilvy
- Nick Liatos, Mick & Nick
- Gina King, Ireland-Davenport
- Mariana O'Kelly, Net#Work BBDO
- Adam Webber, TBWA Hunt Lascaris
- Glen Jeffery, Volcano
- Tom Cullinan, TJDR
- Angel Jones, Morris Jones

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