

Cannes 2005 was memorable for three reasons...

The Creative Circle has congratulated all the South African Cannes 2005 winners, particularly in the face of increasing global competition, and highlighted three reasons why the South African ad industry should nevertheless be proud.

1. For the first time in the history of the Cannes Awards, the Jury Chairman was a South African - congratulations to John Hunt for that.

2. In the established Cannes categories, South Africa won nine Lions (for Press & Outdoor, two for Media and one for Film). Last year South Africa won only six Lions, all in Press & Poster). Thus we increased our Lions tally by three!

3. 2005 saw the introduction of the Cannes Radio Lions and the Cannes Titanium Lions (for Integrated Campaigns). South Africa put in a commendable performance in the Radio category, becoming the second best performing nation by winning six Lions in total: including two Silvers, three Bronzes and one of only two Radio Gold Lions awarded. Globally there were only eight Titanium Shortlists and South Africa made this list too.

There's no doubt the global competition is growing year on year, said the Creative Circle awards officer, Graham Warsop. "This may not have been a vintage year for South Africa, but it was an improvement on last year. And quite a few agencies could legitimately leave the South of France feeling short changed."

CANNES 2005: FINAL TALLY

AGENCY	Gold	Silver	Bronze	Shortlist
The Jupiter Drawing Room (South Africa)	3	1		7
KingJames	1			2
Lobedo Leo Burnett	1			
Net#Work BBDO		2	1	9
FCB SA		1	1	6
TBWA Hunt Lascaris (Jhb)		1		23
Lowe Bull		1		10
Ogilvy			2	10
Grey Worldwide			1	1
Saatchi & Saatchi				3
Herdbuys McCann Erickson				2
Berry Bush BBDO				1
Cinevation				1
DDB SA				1
JWT				1
Medicompete				1
Morris Jones				1

PRESS RESULTS

MEDAL	CATEGORY	TITLE
GOLD		
The Jupiter Drawing Room (South Africa)	Household - Campaign	Reckitt Benckiser/Nugget Shoe Polish "Exam Cheat/Police Officer"

MEDAL	CATEGORY	TITLE
SILVER		
Net#Work BBDO	Cars	GMSA/Suzuki Jeep "Stamps"
TBWA Hunt Lascaris (Jhb)	Household - Campaign	Adcock Ingram/Doom "Fear/Horror Movie/Phone"
FINALISTS	CATEGORY	TITLE
FCB JHB	Furnishing	Restonic "Captain Courage"
FCB JHB	Furnishing	Restonic "Ninja Princess"
FCB JHB	Miscellaneous	Brasant Enterprises/Cricket Lighters "Matches"
KingJames (Cape)	Publications	Independent Newspapers/Cape Argus "Bride"
Lowe Bull (Cape)	Sweets	Stimirol "Lips"
Lowe Bull Truth	Clothing	Playtex "Mother's Day Baby"
Lowe Bull (Jhb)	Entertainment	Body Conscious Gym "Ducks"
Lowe Bull (Jhb)	Entertainment	Body Conscious Gym "Earring"
Lowe Bull (Jhb)	Entertainment	Body Conscious Gym "Statue"
Net#Work BBDO	Publication	The Economist "Answer"
Net#Work BBDO	Publication	The Economist "Encyclopaedia"
Net#Work BBDO	Publication	The Economist "Google"
Net#Work BBDO	Cosmetics	Designer Group/Hair Gel "Warthog"
Ogilvy (Jhb)	Retail	Kameraz "Bull"
Ogilvy (Jhb)	Services	DHL "Chameleon"
TBWA Hunt Lascaris (Jhb)	Household	Silverbrite Polisa "Booga"
TBWA Hunt Lascaris (Jhb)	Household	Adcock Ingram/Doom "Phone"
TBWA Hunt Lascaris (Jhb)	Household	Silverbrite Polisa "Make-Up"
TBWA Hunt Lascaris (Jhb)	Household	Silverbrite Polisa "Spinach"
TBWA Hunt Lascaris (Jhb)	Household	Silverbrite Polisa "Zit"
TBWA Hunt Lascaris (Jhb)	Miscellaneous	Masterfoods/Pedigree "Harry"
TBWA Hunt Lascaris (Jhb)	Miscellaneous	Masterfoods/Pedigree "Sally"
TBWA Hunt Lascaris (Jhb)	Miscellaneous	Masterfoods/Pedigree "Winston"
The Jupiter Drawing Room (South Africa)	Pharmacy	Vitaforce "Truck"
The Jupiter Drawing Room (South Africa)	Household	Reckitt Benckiser/Nugget Shoe Polish "School Girls"

DIRECT RESULTS

BRONZE	CATEGORY	TITLE
Net#Work BBDO	Non - Profit	Child Line "Stolen Future"
FINALIST		
Net#Work BBDO	Non - Profit	Chabad House "Rizla"

MEDIA RESULTS

GOLD	CATEGORY	TITLE
Lobedu Leo Burnett	Best use of Cinema	Salvation Army "Freeze"
The Jupiter Drawing Room (South Africa)	Best use of Cinema	Nando's "Speed"
FINALIST		
KingJames	Best use of Newspaper	Independent Newspapers/Cape Argus "Women's Day"

GOLD	CATEGORY	TITLE
Lobedu Leo Burnett	Best use of Cinema	Salvation Army "Freeze"
The Jupiter Drawing Room (South Africa)	Best use of Cinema	Nando's "Speed"
TBWA Hunt Lascaris (Jhb)	Best use of TV	Deaf Federation of SA "Deaf Awareness Week"

OUTDOOR RESULTS

GOLD	CATEGORY	TITLE
The Jupiter Drawing Room (South Africa)	Household	Reckitt Benkiser/Nugget Shoe Polish "Police Officer"
SILVER		
The Jupiter Drawing Room (South Africa)	Household	Reckitt Benkiser/Nugget Shoe Polish "Exam Cheat Note"
BRONZE		
Grey Advertising	Appeals - Campaign	JHB Zoo "Ester Shenker/James & Mildred"
FINALIST		
Lowe Bull (Jhb)	Household	Unilver/Axe "100 Sexiest Men"
Lowe Bull	Entertainment	Video Spot "Buffy"
Lowe Bull (Jhb)	Entertainment	War Museum "Model Plane"
Lowe Bull (Jhb)	Entertainment	Body Conscious Gym "Statue"
Net#Work BBDO	Cars	GM/Suzuki Jeep "Stamp"
Net#Work BBDO	Publication & Entertainment	The Economist "Google"
Ogilvy (Jhb)	Household	Duracell "Penlight"
Ogilvy (Jhb)	Publication & Ent.	Multichoice/BBC Food Channel "Fridge"
Ogilvy (Cape)	Appeals	City Mission "Little Bins"
Ogilvy (Cape)	Appeals	Purino Alpo "Sniff"
Ogilvy (Cape)	Appeals	City of CT "Water Bottles"
TBWA Hunt Lascaris (Jhb)	Sweet Food	Tiger Brands/Black Cat Peanut Butter "Lift"
TBWA Hunt Lascaris (Jhb)	Entertainment	CPC Binoculars "Streaker"
TBWA Hunt Lascaris (Jhb)	Publication	Oxford University Press/Thesaurus "Big Words"
TBWA Hunt Lascaris (Jhb)	Publication	Oxford University Press/Thesaurus "Nice"
The Jupiter Drawing (South Africa)	Household	Reckitt Benckiser/Nugget Shoe Polish "Beware the Shine"

FILM RESULTS

SILVER	CATEGORY	TITLE
Net#Work BBDO	Travel	Virgin Atlantic/Upper Class Suite "Love Story"
FINALIST	CATEGORY	TITLE
Berry Bush BBDO	Alcoholic	Distell/Hunters "Pool"
FCB (Cape)	Toiletries	AJ North/Fresh Breath "Scooter"
JWT (Jhb)	Savory Foods	Indomex Chilli "Cigar"
Morris Jones	Savory Foods	Debonairs Pizza "Teeth"
Net#Work BBDO	Commercial	Cell C "Alien"
Saatchi & Saatchi (Cape)	Publication	Save our Seas Foundation "Jaws"
Saatchi & Saatchi (Cape)	Publication	Save our Seas Foundation "Monster"
TBWA Hunt Lascaris (Jhb)	Household	Adcock Ingram/Doom "Dancing"
TBWA Hunt Lascaris (Jhb)	Fundraising	Reach for a Dream "Mohammed Ali"

SILVER	CATEGORY	TITLE
Net#Work BBDO	Travel	Virgin Atlantic/Upper Class Suite "Love Story"
TBWA Hunt Lascaris (Jhb)	Media	SABC/TV Licences "Maths"
The Jupiter Drawing Room (South Africa)	Banking	Nedbank/Paralympic Sponsorship "Ernst"
The Jupiter Drawing Room (South Africa)	Banking	Nedbank/Paralympic Sponsorship "Natalie"

RADIO RESULTS

GOLD	TITLE
KingJames	" Mini Cooper "Affair
SILVER	
FCB JHB	Toyota Quantum Panel Vans "Scream"
Lowe Bull (Jhb)	Handy Andy "Green Man"
BRONZE	
FCB JHB	True Love Magazine "Bend It"
Ogilvy (Jhb)	Exclusive Books "Jane Austen"
Ogilvy (Jhb)	Multichoice "Dirty Harry/Taxi Driver/Pulp Fiction"
FINALISTS	
FCB JHB	True Love Magazine "Movie"
FCB JHB	True Love Magazine "Jean-Paul"
Herdbuoys McCann Erickson	Online Voice SA "Baghdad"
Herdbuoys McCann Erickson	Online Voice SA "Divine Dive"
Lowe Bull Truth	Wonderbra "Parking Lot"
Net#Work BBDO	Virgin Atlantic "Photocopier Sales"
Ogilvy (Jhb)	M-Net "Fahrenheit 911"
Saatchi & Saatchi (Cape)	TLC Earbuds "That's Better"
TBWA Hunt Lascaris (Jhb)	BMW "Without Air"
TBWA Hunt Lascaris (Jhb)	BMW "7.3 seconds"
TBWA Hunt Lascaris (Jhb)	Apartheid Museum "Pensioners"
TBWA Hunt Lascaris (Jhb)	Apartheid Museum "Redheads"
TBWA Hunt Lascaris (Jhb)	SABC Sports "Closet"
The Jupiter Drawing Room (South Africa)	Durex Performa "Happy New Year"

TITANIUM RESULTS

FINALIST	
TBWA Hunt Lascaris (Jhb)	Nando's "Election"

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