

## **Creative Circle Awards: December 2015 winners**

The winners of the December Creative Circle Awards have been announced, with agency Joe Public as hosts.



The December 2015 judging panel

Judges included Xolisa Dyeshana, ECD and partner of Joe Public, and 2016/2017 Creative Circle Exco chairperson; Coenie Grebe, Net#Work BBDO senior art director; Leon Jacobs, Havas Boondoggle ECD; Gareth Paul, FCB executive director; James Cloete, Pangea Ultima co-founder and partner; Carl Willoughby, TBWA Hunt Lascaris executive director; Jessica Marques, King James II copywriter; Arlene Donenberg, Creative Circle general manager; and Michel Kreeuiter, Native VML head of conception.

Dyeshana dubbed it a lacklustre month entry-wise, but said that overall, "the good stuff made its way to the top" with some surprising work from 'not-the-usual' categories.

Watch Dyeshana's overview below:

View the full list of winners below and <u>click here</u> for more.

Category	Prize	Brand	Product	Title	Entry Agency
Digital & Interactive - September to December 2015	First	PASSOP (People Against Suffering Oppression and Poverty)	N/A	Give Refugees back their humanity	NATIVE VML
Digital & Interactive - September to December 2015	Second	Bilingo	N/A	<u>iCAPTCHA</u>	NATIVE VML
Integrated - August to December 2015	First	TOPS at SPAR	Corporate	TOPS Home Game Handbook	TBWA Hunt Lascaris Durban
Outdoor & Out of Home - October/November/December 2015	First	Jaguar Land Rover South Africa	Land Rover	<u>Tracks</u>	Y&R SA
Outdoor & Out of Home - October/November/December 2015	Second	Steers	Steers Milkshake	Ridiculously Thick Mlkshake - Mlkshake 1, Mlkshake 2	Joe Public
Outdoor & Out of Home - October/November/December 2015	Third	City Lodge Hotels	Road Lodge	We Use Our One Star Where It Counts  - Zit	TBWA\Hunt\Lascaris Johannesburg
Print - December 2015	First	HASBRO	PLAY-DOH	PLAY-DOH - Loading Time, Updates, Batteries, In-App Purchases	TWO.AM Agency
Print - December 2015	Second	South African National Blood Service	Brand	Safe Blood	DDB South Africa
Television, Video & Cinema - November/December 2015	First	We The Brave	ADS Awareness	Brave Enough - Dildo, Gloryhole	FoxP2 Advertising
Television, Video & Cinema - November/December 2015	Second	SAB	18+	Be the mentor you wish you had	Joe Public
Television, Video & Cinema - November/December 2015	Third	iStore	iStore	Don't Wait For What You Want - Rollercoaster	King James II

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