

DDB SA takes Gold at Clios

MIAMI BEACH: South Africa's only Gold Clio last night, Friday, 16 May 2008, at the 49th Annual Clios in Miami, went to DDB SA for its Energizer 'Pants' ad in Print. DDB SA picked up a further three Bronzes, two in Print - also for the Energizer account - and one in Print: Direct Mail for Bosch. The Content & Contact, Innovative Media, Integrated Campaign, Print and Design Awards Gala was held at the Fillmore Miami Beach at The Jackie Gleason Theater.

Lowe Bull Cape Town received one Silver and one Bronze, MetropolitanRepublic/The Jupiter Drawing Room (South Africa) three Bronzes, Low Bull Johannesburg one Bronze and Ogilvy & Mather Cape Town One Bronze.

Commented Glen Lomas, CEO at DDB SA, "If you could see the wealth of creative ideas that the teams at our agency are producing every day under Gareth [Lessing]'s direction, you would think that four statues is a poor result."

Lessing joined DDB SA in 2007 from Lowe Bull as executive creative director. According to Lomas, his partnership with Lomas and Emmet O'Hanlon the strategic director is proving to be a formidable force.

"Gareth has brought new people, new energy and new spirit to the agency," said Lomas. "His talent is only surpassed by his creative leadership and what a nice guy he is to work with. As Bernbach himself said, 'We want to create an agency where nice guys come first.'"

South African Print Clios

Award	Category	Client	Entry title	Agency
Gold	Household Products	Energizer Lithium Batteries	Pants	DDB Johannesburg
Silver	Media	Cape Times	JFK	Lowe Bull Cape Town
Bronze	Household Products	Energizer ER Lamps	Teeth	DDB Johannesburg
Bronze	Media	Cape Times	Soweto Uprising	Lowe Bull Cape Town
Bronze	Product/Service	Campaign South African Airways - In Flight Entertainment	Animal Tracks - Tanzania & Namibia	The Jupiter Drawing Room South Africa
Bronze	Toiletries	Unilever S.A. Home & Personal Care - Axe Deodorant	Black Board	Lowe Bull Johannesburg
Bronze	Travel/Tourism	South African Airways - In Flight Entertainment	Animal Tracks - Namibia	The Jupiter Drawing Room South Africa
Bronze	Travel/Tourism	South African Airways - In Flight Entertainment	Animal Tracks - Tanzania	The Jupiter Drawing Room South Africa

Lowe Bull Cape Town's Cape Times also received a Bronze award at the [One Show](#) on 8 May.

South African Print: Direct Mail Clios

Award	Category	Client	Entry title	Agency	
Bronze	Direct	Bosch	Postbox Polaroids	DDB	Johannesburg

South African Billboard Clios

Award	Category	Client	Entry title	Agency
Bronze	Public Service	Eskom Electricity	Save	Ogilvy & Mather Cape Town

To see a complete list of all Grand, Gold, Silver and Bronze Clio winners in all categories, go to www.clioawards.com.

Grand Clios

The Clio judging process makes it possible for there to be several Gold, Silver or Bronze winners - or in some cases, no winner at all - within individual categories. With more than 20 000 entries received from 65 countries, fewer than 3% receive a Clio statue, and less than 1% receives a Gold Clio. If judges determine a Gold winner is “best-of-show” in its category, they have the opportunity to bestow an even higher honor: the Grand Clio.

Colenso BBDO, Auckland, Duval Guillaume, Brussels, Ogilvy & Mather Toronto and Ogilvy New York were each awarded a coveted Grand Clio for “best-in-show” in a particular category.

Colenso BBDO took the Grand Clio in the Billboard category for “Self Destruct” for client Deadline Couriers, as well as a Gold Clio in Innovative Media for the same ad. Duval Guillaume, Brussels won the Grand Clio in the Innovative Media category with “A Blind Call” for Braillelga; Ogilvy & Mather Toronto received a Grand Clio in Integrated Campaigns for “New’ Diamond Shreddies” for Shreddies Cereal, and Ogilvy New York landed the Design Grand Clio in environmental design for BP-Auto, Fuel, Eco-Messaging.

Ogilvy & Mather Frankfurt topped all individual offices for the night with three Gold Clios (two in the Print category for Mattel Matchbox and one in Design for Malteser Ambulance Service), followed by Colenso BBDO, School of Visual Arts, New York and 180 Amsterdam with two Gold Clios each.

Across network offices, Ogilvy & Mather was awarded the most Gold Clios last night with five (three for Frankfurt, two for New York), followed by four Gold Clios for offices of BBDO Worldwide (two each for Colenso BBDO and BBDO New York) and DDB Worldwide (one each for Johannesburg, London, Berlin and Amsterdam). Saatchi & Saatchi Worldwide received two Gold Clios (one each for New York and Singapore).

2008 Content & Contact: 15 Clios awarded (five Gold, six Silver, four Bronze)

Gold Clios in their respective categories:

- 180 Amsterdam, Amsterdam, apparel/fashion/footwear, “Impossible is Nothing - Where Sport Meets Art” for adidas International
- BBDO New York, New York, media, “Voyeur” for HBO
- Leo Burnett, Sydney, direct marketing, “Earth Hour” for World Wildlife Fund
- Projector, Inc., Tokyo, apparel/fashion/footwear, “”UNIQLOCK” for UNIQLO

- Shalmor Avnon Amichay/Y&R, Tel Aviv, public service, “Missing Soldiers” for The Missing Soldiers

2008 Innovative Media: 17 Clios awarded (one Grand, four Gold, four Silver and eight Bronze)

Gold Clios in their respective categories:

- Colenso BBDO, Auckland, business equipment/services, “Self Destruct” for Deadline Couriers
- Duval Guillaume Brussels, Brussels, public service, “A Blind Call” for Brailleliga (also a Grand Clio winner)
- mortierbrigade, Brussels, public service, “Black Boy Wants Water” for Studio Brussels Music for Life
- School of Visual Arts, New York, student, “Tennis Court” for PlayStation Portable

2008 Integrated Campaigns: 11 Clios awarded (one Grand, three Gold, three Silver, four Bronze)

Gold Clios in their respective categories:

- BBDO New York, New York, integrated campaigns, “Voyeur Integrated Campaign” for HBO/Voyeur
- Crispin Porter + Bogusky, Miami, integrated campaign, “Whopper Freakout” for Burger King
- Ogilvy & Mather, Toronto, integrated campaign, “New Diamond Shreddies” for Shreddies Cereal (also a Grand Clio winner)

2008 Print: 71 Clios awarded (10 Gold, 21 Silver, 40 Bronze)

Gold Clios in their respective categories:

- DDB, Johannesburg, household products, “Pants” for Energizer Lithium Batteries
- DDB Amsterdam, Amstelveen, automotive, “Product Recall” for Volkswagen
- DDB Germany, Berlin, product/service campaign, “Golf”/“Gold Variant”/“Touran” for Volkswagen Park Distance Control
- DDB London, London, retail stores, “Menswear” for Harvey Nichols
- JWT, Mumbai, business equipment/services, “Twins” for Reynolds Permanent Marker - GM Pens International Pvt., Ltd.
- Ogilvy & Mather Frankfurt, Frankfurt/Main, entertainment, “Young Drivers-Fleetwood” for Mattel Matchbox
- Ogilvy & Mather Frankfurt, Frankfurt/Main, product/service campaign, “Young Drivers-Fleetwood”/“Young Drivers-Eldorado”/“Young Drivers-Mustang” for Mattel Matchbox
- Saatchi & Saatchi, New York, product/service campaign, “Soy Sauce”/“Mayo”/“Ketchup” for Tide Ultra
- Saatchi & Saatchi, Singapore, apparel/fashion/footwear, “Lounge” for Wonderbra
- Young & Rubicam, Capital Federal, product/service campaign, “Britney”/“Manson”/“Ricky” for MTV

2008 Billboard: 11 Clios awarded (one Grand, three Gold, three Silver, four Bronze)

Gold Clios in their respective categories:

- BBDO New York, New York, apparel/fashion/footwear, “Jellyfish” for Havaianas
- Colenso BBDO, Auckland, business equipment/services, “Self Destruct” for Deadline Couriers (also a Grand Clio winner)
- School of Visual Arts, New York, student campaign, “Six Flags 1”/“Six Flags 2”/“Six Flags 3” for Six Flags

2008 Design: 33 Clios awarded (one Grand, six Gold, 11 Silver, 15 Bronze)

Gold Clios in their respective categories:

- 180 Amsterdam, Amsterdam, brochures-product/service, for BMW Unstoppable
- Ogilvy, New York, environmental design, for BP- Auto, Fuel, Eco-Messaging (also a Grand Clio winner)
- Ogilvy & Mather Frankfurt, Frankfurt/Main, posters, for Malteser Ambulance Service-Typo Crash
- Meridian Communications Pvt., Ltd., Bangalore, environmental design, for treesforfree.org
- The Chase, Manchester, corporate identity, for Emergency Electrician Stationary
- TUGBOAT, Tokyo, environmental design, for Chubu Electric Power Co., Inc.

No Gold Clios were awarded in the Poster and Direct Mail categories.

The 2008 Clio Festival, 14 - 17 May, concludes today with daytime sessions, The Saatchi & Saatchi Hero Show featuring provocative artist Ralph Steadman and TV/Cinema/Digital, Print, Radio and Interactive Shortlist areas with technology provided by Rackspace IT Hosting and Limelight Networks at the Gansevoort South Hotel, followed by a return in the evening to the Fillmore Miami Beach at the Jackie Gleason Theater evening for the Awards Gala: Television/Cinema/Digital, Interactive, Technique and Radio and announcement of the 2008 Clio Awards Agency, Network and Production Company of the Year.

For more, visit: <https://www.bizcommunity.com>