

Clio Gold for Grey SA, Net#work BBDO

LAS VEGAS: Grey South Africa and Net#work BBDO Johannesburg both scooped Gold Clios in Radio at the 50th anniversary Clio Awards at The New Joint in the Hard Rock Hotel & Casino, Las Vegas, last night, Tuesday, 12 May 2009. South Africa also took three Silvers and four Bronzes in the Communications Awards, which honour Print, Direct Mail, Radio, Poster and Billboard, as well as the new Strategic Communications/Public Relations medium.



In honour of the monumental 50th Anniversary Clio Awards, the three-day Clio festival is featuring decade-themed award shows. The Communications Awards celebrated the 1960s with a video montage of the advertising and design techniques that shaped the marketplace during that decade.

The show also featured a musical performance by American singer/songwriter Spencer Day, and the presentation of an Honorary Clio Award to Matthew Weiner, winner of four Primetime Emmy Awards and executive producer and creator of AMC's Mad Men. Weiner was recognised as being one of the most powerful storytellers to ever tackle the rise of advertising in America through a critically acclaimed original television series. The show, set in 1960s New York, follows the lives of the ruthlessly competitive world of Madison Avenue advertising executives.

2009 South African Clio Communication Awards winners							
Medium	Award	Company	City	Product/dervice	Campaign name	Title(s)	Category
Billboard	Bronze	King James	Cape Town	Allan Gray		Puzzled	Banking/Financial
Print	Silver	Ogilvy Johannesburg	Johannesburg	DStv History Channel	Winners	British, Egypt, Iraq, Pearl Harbour	Media
Print	Silver	Ogilvy Johannesburg	Johannesburg	Nike	Distances	Trolley, Step, Bench, Bus Stop	Apparel/Fashion/Footwear
Print	Bronze	FoxP2	Cape Town	National Geographic Kids Magazine		Moonwalk	Media
Print	Bronze	Ogilvy Johannesburg	Johannesburg	Viagra	Old Gigolos	Milkman, Postman, Poolboy	Pharmaceuticals
Print: Direct Mail	Bronze	Grey South Africa	Sandton	Food and Trees for Africa		Little Book	Collateral
Radio	Gold	Grey South Africa	Sandton	Shark Life		Shark Attack	Public Service
Radio	Gold	Net#work BBDO	Johannesburg	Virgin Atlantic Airlines - Upper Class Suites	Plain Insanity	Ferret, Dancer, Dog	Travel/Tourism
Radio	Silver	Grey South Africa	Sandton	Cuddlers Nappies	Stories	Jack and the Beanstalk, Hansel and Gretel, Little Red Riding Hood	Toiletries

Update 29 May 2009: Ogilvy Johannesburg has withdrawn its DSTv History Channel campaign from the Clios. See [Ogilvy](#), [scam ads](#) and [SA's international reputation](#) for full details.

The evening's list of Grand and Gold Clio winners are as follows:

2009 PRINT: 77 Clios awarded (one Grand, 12 Gold, 22 Silver, 42 Bronze)

Grand and Gold Clio Awards are as follows:

- CLM BBDO, Boulogne-Billancourt, Pharmaceuticals, Dissolve Your Problems “Bear, Paparazzi, Magician, Prison” for Alka-Seltzer (**Grand Clio Winner in Print**)
- Abbott Mead Vickers BBDO, London, Corporate/Institutional, “Inner Child” for Museum of Childhood
- AlmapBBDO, São Paulo, Automotive, Volkswagen Customized Trucks “Volkswagen Customized Trucks - Beer Box, Volkswagen Customized Trucks - Fruit Box, Volkswagen Customized Trucks - Milk Box, Volkswagen Customized Trucks - Egg Box” for Volkswagen Trucks
- BBDO Malaysia, Kuala Lumpur, Automotive, Two Worlds “Bushman & Eskimo, Husky & Camel, Mountain Goat & Crocodile” for Jeep
- Clemenger BBDO, Wellington, Public Service, Crashed Beds “Bridge, Tree, Creek” for Driver Fatigue
- Del Campo Nazca Saatchi & Saatchi, Martinez, Health Care Services, “Children - Tree” for Hospital Alemán - Kinder Plan
- Leo Burnett & Arc Worldwide Thailand, Bangkok, Home Furnishings/Appliances, “Chicken, Fish, Lobster” for WMF
- McCann Erickson, Madrid, Public Service, “Woman Shoe” for Greenpeace
- Miami Ad School Europe (Student - Sandra Nicolas), Hamburg, Student, Inspired By Life “Porridge, Brother, Aunt” for IKEA
- Saatchi & Saatchi Worldwide, Petaling Jaya, Public Service, “Stop” for Guinness
- TBWA\PARIS, Boulogne-Billancourt, Household Products, Mir Black “Mir Black - Spider, Mir Black - Arms” for Henkel
- TBWA\PARIS, Boulogne-Billancourt, Household Products, Mir Laine “Mir Laine 1, Mir Laine 2, Mir Laine 3, Mir Laine 4” for Henkel

2009 DIRECT MAIL: 13 Clios awarded (two Gold, four Silver, seven Bronze)

Gold Clio Awards are as follows:

- Lowe Limited, Bangkok, Dimensional, “Torture Test” for Breeze Excel Washing Detergent
- Philipp und Keuntje GmbH, Hamburg, Collateral, “Balloon” for Chubb Nord-Alarm Security Systems Company

2009 RADIO: 23 Clios awarded (six Gold, six Silver, 11 Bronze)

Gold Clio Awards are as follows:

- DDB Chicago, Chicago, Beverages/Alcoholic, Real Men of Genius “Mr. Rain Delay Tarp Roller Outer, Mr. Golf Quiet Sign Holder, Mr. Football End Zone Painter, Mr. Football First Down Marker” for Anheuser-Busch
- Grey, Melbourne, Public Service, Pictures of You “Anne, George, Martin” for Anti-Speed Message
- **Grey South Africa, Sandton, Public Service, “Shark Attack” for Shark Life**
- Grupo Gallegos, Long Beach, Media, Subtitles “Epic, Robinson, Horror” for Comcast CableLatino
- **Network BBDO, Johannesburg, Travel/Tourism, Plain Insanity “Ferret, Dancer, Dog” for Virgin Atlantic Airlines - Upper Class Suites**

- Saatchi & Saatchi, New York, Business Equipment/Services, Compression Radio “Soap Opera Romance, Eating Candy, Calling Tech Support” for Stuffit Deluxe



Grey SA. Pictured from left to right: Terry McKenna (Group Head), Mcheal Barnwell (Executive Creative Director) & Jared Osmond (Copywriter).

2009 POSTER: 42 Clios awarded (six Gold, 17 Silver, 19 Bronze)

Gold Clio Awards are as follows:

- Abbott Mead Vickers BBDO, London, Corporate/Institutional, “Inner Child” for Museum of Childhood
- BBDO Malaysia, Kuala Lumpur, Automotive, Two Worlds “Bushman & Eskimo, Husky & Camel, Mountain Goat & Crocodile” for Jeep
- Big Ant International, New York, Public Service, “What Goes Around Comes Around” for Global Coalition for Peace
- Contract Advertising India, Mumbai, Public Service, “Family Name” for Aadhar Association
- Del Campo Nazca Saatchi & Saatchi, Martinez, Health Care Services, Children “Tree, Cookie, Stairs” for Hospital Alemán - Kinder Plan
- KNARF (Students - Annie Chiu, Anna Echiverri), New York, Student, “Subway Bench” for Victoria's Secret

2009 BILLBOARD: 20 Clios Awarded (two Gold, seven Silver, 11 Bronze)

Gold Clio Awards are as follows:

- DDB London, London, Media, “Global Downturn” for Financial Times
- Leo Burnett Canada, Toronto, Beverages/Alcoholic, “Share Our Billboard Campaign” for James Ready

For the first-time ever, the Clio Awards introduced a new Strategic Communications/Public Relations medium to the awards show. This honours the innovative and creative use of any form of unpaid publicity and messaging that drives credibility, awareness, reputation, and relationships between a company or organisation and its consumers or constituents. Richard Edelman, president and CEO of Edelman, served as the 2009 executive jury chair for this category.

2009 STRATEGIC COMMUNICATIONS/PUBLIC RELATIONS: nine Clios awarded (two Gold, four Silver, three Bronze)

The Gold winners for this category are as follows:

- Edelman, Chicago, Consumer, “FilterForGood: Better Water, Less Waste” for Brita
- Ketchum, San Francisco, Consumer, “Haagen-Dazs loves Honey Bees: Let's Lick This Problem” for Haagen-Dazs

To see a complete list of all Grand, Gold, Silver and Bronze Clio Award winners in all categories, go to www.clioawards.com. Also, see microsite www.clio50.com, follow [@CLIOAwards](https://twitter.com/CLIOAwards) on Twitter, become a fan on [Facebook](https://www.facebook.com/CLIOAwards) or join the [LinkedIn group](#).

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