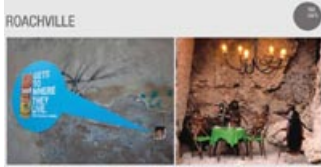


Roaches, tissues capture industry awards

[TBWA\Hunt\Lascaris Johannesburg](#) has continued its run of creative success with further recognition in the June Ad of the Month Awards. This time around, it received accolades in two media categories where competition can be intense - radio and outdoor.

According to Regulatory Lascaris, the pleasing aspects for him are consistent performance and the fact that the agency gets the nod from local industry peers in the Creative Circle.



Outdoor captivates passers-by

The latest successes feature the Roachville campaign for Doom, top in the ambient outdoor category, and the radio spots for Nampak Twinsaver Tissues for Men.

[click to enlarge](#)

The accolade for the Tiger Brands' insecticide is satisfying as the same product has featured in two different categories in successive months - radio in May and outdoor in June.

The new work is street art with an urban African feel that creates a tight fit between medium and message. 'Doom Gets To Where They Live' was the slogan, complete with a directional pointer to a crack or cavity in plastered wall where a mini-set for cockroaches was created. Miniature figures of cockroaches were featured in a café scene, a bedroom setting and a lounge scenario.

The ads took advantage of cracked walls in Braamfontein, Newtown and Orange Grove, Johannesburg. The scenarios created a stir in all locations and had passers-by crouching down to check the roaches. Two follow-up executions are planned: a bathroom scene and a house party.

Tissues for men captures humour

The radio spots for Nampak also achieve strong audience engagement, but in a very different way. Four ads are being run, 'Allergy', 'Ignacio', 'Debt Collector' and 'Daddy's Girl'. A snappy line 'Three-ply Tissues for Three-ply Issues', followed by a one-two-three combination to get the point across, captured the resilient, heavy-duty quality of Twinsaver Tissues for Men.

Creative teams

The Roachville team comprises Justin Wright (creative director), Sifiso Nkabinde (art director), Thokozani Mashigo (copywriter), Sharon Cvetkovski (art buying) and Nobesuthu Cele and Vanessa Maselwa (account management).

Credits on the Nampak Tissue radio ad go to Mike Groenewald (creative director), and Antoinette Fourie, Joanne Morrison and Matthew Choate (writers), Jenny Trenchard and Salma Mkwana (account management) executive creative directors are Matthew Brink and Adam Livesey.

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