

On The Spot challenge winners

The Radio Advertising Bureau (RAB) of South Africa's campaign, 'On The Spot', was aimed at challenging the industry to shift the thinking and break the rules on how radio is approached and used.

Over the past four weeks, 10 of South Africa's creative advertising agencies have been put to the test in a gruelling radio advertising challenge, judged by a heavyweight panel of South African marketing and media professionals.



Melusi Mlungu from FCB Johannesburg, Michael Lees-Rolfe from FoxP2 Cape Town, Jason Murison from Y&R Johannesburg and Nhlanhla Ngcobo from Black River FC

The campaign made its debut on 10 March, when a video of Justin Gomes, chairman of the Creative Circle was leaked on its blog. The video showed Gomes being tortured for the radio industry's sins. Soon after, a brief was sent to ten of South Africa's top creative agencies.

The agencies that participated were

- Black River FC
- Draft FCB
- FoxP2 Cape Town
- Ireland Davenport
- Joe Public
- King James II.
- Lowe Cape Town
- Network BBDO
- Ogilvy Johannesburg

- Y&R

These agencies were given two weeks to conceptualise an innovative piece of radio communication. After the two weeks, Uber cabs arrived at each agency (minus one, which was too busy to take part) to collect the creative teams. They were driven to Sonovision Studios to record their pilots in an hour and a half.

On 1 April, the nine agencies presented their recorded pilots to a gruelling panel of respected judges

- Grant Sithole, a multiple Loerie winner, is the face behind some of South Africa's best vernacular radio
- Jenny Glover, ECD of Network BBDO, has won 31 awards in the last 4 years
- Mark Fisher has several local and international awards under his belt
- Sylvester Chauke is responsible for some of South Africa's bravest work on brands like Nando's
- Virginia Hollis judges at Cannes, the Loeries and AdFocus

Finalists to battle it out

The judging panel then narrowed down the selection to their favourite four pilots:

- Black River FC
- Draft FCB
- Fox P2
- Y&R

These four agencies will have their work recorded in a recording studio with professional voice artists of their choice. Additionally, the adverts will be aired and entered into the Loeries later this year.

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