BIZCOMMUNITY

Creative Circle results for October 2012

The Creative Circle Ad of the Month results for October 2012 have been announced.

Comments Justin Gomes, chairperson for the month: "I was lucky enough to chair what was probably one of the strongest panels in Ad of the Month history, with Graham Warsop joining us. Some stand-out work this month with the particularly high winning scores in TV and digital indicating that the two pieces could go on to do bigger things."

Category	October 2012
Print	1. Volkswagen/Genuine Parts "Soccer Ball/Frisbee" - Ogilvy CT
	2. Die Burger "Dienslewering" - Draftfcb CT
	3. 1st for Women "Photocopier/Tunnel" - Black River FC
Film	1. Ster Kinekor "Intersection" - FoxP2
	2. Ceres Fruit Juices/Ceres Squash "Glass" - Bester Burke Slingers
	3. NSRI/Lifejacket Awareness "Save Yourself" - Ogilvy CT
Radio	1. TBWA/Corporate "Monologue" - TBWA Hunt Lascaris
	2. Ster Kinekor/Cinema Nouveau "Rug/Alarm Clock/Business Card/Car/Packet" - FoxP2
	3. Red Pepper Books/Audio Books "Last of the Breed/My Children's Children/Hamlet/Frankenstein/Claimed By Desire" - Saatchi & Saatchi Jhb
Outdoor/Ambient	1. Landrover/Freelander 2 "Griqualand/Zimbabwe Highlands/Sani Pass/Okavango Delta/Kalahari/Lake Kariba" - Y&R SA
	2. DStv/Box Office "Snow White Apples" - Ogilvy Jhb
	3. Independent Newspapers/Eagle Print Awards 2012 "Clive Stewart/Coffee Shop/Cock" - KingJames
Digital	1. Volkswagen SA/Passenger "Street Quest" - Ogilvy CT
	2. Independent Newspapers/Eagle Awards 2012 Website - KingJames
	3. Pernod Ricard/Red Heart Rum "Style your Ride" - HelloComputer

October 2012 advertising judges
Justin Gomes, FoxP2 (chair)
Gavin Whitfield, Saatchi & Saatchi
Graham Lang, Y&R SA
Graham Warsop, The Jupiter Drawing Room (South Africa)
Ivan Johnson, 140 BBDO
Jake Bester, Machine
Karen Barry McCormack, King James
Mike Barnwell, Draftfcb
Roger Paulse, Singh&Sons
Sanjiv Mistry, Ogilvy

October 2012 digital judges
Matt Ross, Punk/Kingjames (chair)
Emma Carpenter, Quirk
Gavin Williams, FoxP2
Nicholas Wittenberg, Ogilvy CT
Ryan Barkhuizen, FoxP2

Category	October 2012 chair comments
Print	Ogilvy CT came through in top spot this month with some classic print advertising for VW Genuine Parts. The campaign is crying out for a third execution. In second came a locally insightful execution from the guys at Draftfcb for *Die Burger* playing off the lack of service delivery in the Western Cape. Third came the Black Eagle winning print campaign for 1st For Women, an indication of a particularly strong Ad of the Month.

Film/TV	A clear winner by quite a margin here for Ster-Kinekor's 'Intersection'. The judges got to see the ending reserved for cinema screens only, but if you want to see it, you'll need to get to the big screen. Second place went to a short, sharp, incisive piece of TV for Ceres Fruit Juice from the guys at Bester Burke and third place went to Ogilvy CT for its Life Jacket Awareness campaign.
Radio	The cheeky spot from Hunt Lascaris asking for writers who don't write like Jenny Glover - unless they're Jenny Glover - got laughs all round, particularly the reference to copulating on Graham's Chesterfield couch. In second place came the Cinema Nouveau "Win Your Own Film Festival" radio featuring Steven Berkoff and in third place the Red Pepper Audio Books campaign from Saatchi Jhb.
Outdoor	Not particularly high scores in outdoor this month but top honours went to the Land Rover billboard campaign from Y&R, a campaign judges felt perfectly suited to the brand and used the medium most effectively. In second place came an ambient piece from Ogilvy Jhb for DSTV/Box Office where clever use of stickers in the fruit section of supermarkets made the point that Snow White should not be missed. Third came the Eagles poster campaign spoofing the tricks of the trade used to win print awards; nice to see it feature in digital as well.
Digital	Clear winner here from the guys at Ogilvy CT for VW, an idea that started leveraging Google street maps and ended up in the real world. Great to see idea-based stuff coming through where the technology is used to serve the idea, rather than dominate it. In second place, AI and the guys at King James got the industry involved in creating content for The Eagles awards. Great that the team didn't shy away from having fun poked at themselves either - references to knighted actors and old James Deans were never shied away from. Third place went to Hello Computer for its online promo encouraging Red Heart drinkers to design a bike. Victor Matfield chose the winning design and the entrant won the bike. "On a serious side, only four out of seven digital judges arrived and Arlene had to pull in another FoxP2er to make up the panel numbers. Please, if you are selected, make sure you make it or if you cannot, let Arlene know in time to find a worthy replacement," he concludes. Matt Ross, digital chairperson, comments that the three winners this month showed good calibre, most notably the winner of Ogilvy's VW 'Streetquest' which (again) was based on an excellent insight. It used existing tech as an integral part of the execution, not everything needs to be created from the ground up, in fact, in today's world of shrinking budgets expect that to become the norm. The King James Group's Eagles website flew in the face of 'digital' and allowed user-generated print ads to poke fun an ad industry that takes itself just that little bit too seriously. Clever, easy and engaging. In third was Hellocomputer's Red Heart Rum's 'Style your Ride', allowing you to tailor your own Triumph from 30,000 possible combinations, with the chance to win your designed motorcycle.

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