

# All the 2014 Clio Awards South African winners

The Clio awards winners have been announced and South African agencies walked away with three Gold, six Silver and eleven Bronze.



"The South African radio renaissance continues as we garner eleven of our twenty Clio awards in the Radio and Radio Crafts categories. While FCB's "Coke Rainbows" didn't do as well for the country as we would've liked, Ogilvy's "Lucozade" and M&C Saatchi's "Haven Night Shelter" continued on their winning ways. What is concerning, however, is we didn't register a single finalist in Digital or Integrated. If we are to be truly competitive on the world stage, we need the big, sticky ideas that get executed with the scale and budget only high-level client buy-in can deliver. Now that we have Coca Cola onboard as The Creative Circle's official partner, we'll be launching some initiatives to showcase the power of creativity as a business tool to South Africa's marketers that will hopefully get us some more traction in the Integrated and Digital categories. Watch this space." - Justin Gomes, Creative Circle Chairperson.

## Clio Gold

| AGENCY              | CATEGORY                | PRODUCT & TITLE                            |
|---------------------|-------------------------|--------------------------------------------|
| M&C Saatchi Abel CT | Engagement - Events     | The Haven Night Shelter "The Street Store" |
| Ogilvy & Mather JHB | Audio Technique-Writing | Lucozade "Teleconference"                  |
| Ogilvy & Mather CT  | Audio Technique         | Music Rape Wise "National Anthem"          |

## Clio Silver

| AGENCY              | CATEGORY                  | PRODUCT & TITLE                            |
|---------------------|---------------------------|--------------------------------------------|
| Joe Public          | Radio (Public Service)    | One School at a Time "Project English"     |
| M&C Saatchi Abel CT | Direct (Out of Home)      | The Haven Night Shelter "The Street Store" |
| M&C Saatchi Abel CT | Engagement (Experiential) | The Haven Night Shelter "The Street Store" |
| Ogilvy & Mather JHB | Radio                     | Huggies Gold "Cribs"                       |
| Ogilvy & Mather JHB | Radio                     | Lucozade "Give me Strength"                |
| Ogilvy & Mather CT  | Radio                     | Music Rape Wise "National Anthem"          |

## Clio Bronze

| AGENCY                                      | CATEGORY                         | PRODUCT & TITLE                              |
|---------------------------------------------|----------------------------------|----------------------------------------------|
| FCB JHB                                     | Public Relations                 | Coca-Cola "A Rainbow for the Rainbow Nation" |
| FCB JHB                                     | Audio Technique-Writing          | Lexus "Cliches"                              |
| M&C Saatchi Abel CT                         | Public Relations - Cause Related | The Haven Night Shelter "The Street Store"   |
| M&C Saatchi Abel CT                         | Public Relations - Events        | The Haven Night Shelter "The Street Store"   |
| Ogilvy & Mather JHB                         | Print                            | Bose "Noise Cancelling Headphones"           |
| Ogilvy & Mather JHB                         | Audio Technique-Writing          | Lucozade "Kiddies Party"                     |
| Ogilvy & Mather JHB                         | Audio Technique-Writing          | Lucozade "Enrique Concert"                   |
| The Hardy Boys                              | Engagement - Guerilla            | NSPCA "Vote NSPCA"                           |
| The Jupiter Drawing Room (South Africa ) CT | Design                           | Brandhouse/Windhoeck Beer "Tavern Make Over" |
| Ireland / Davenport                         | Clio Music Film                  | National Geographic Channel "Mandela Lives"  |
| Egg Films                                   | Clio Music Film                  | Skrillex "Ragga Bomb"                        |

## Clio Shortlist

| AGENCY  | CATEGORY | PRODUCT & TITLE                           |
|---------|----------|-------------------------------------------|
| FCB JHB | Radio    | Lexus/Adaptive Head Lights "Precognition" |

|                                             |                                 |                                              |
|---------------------------------------------|---------------------------------|----------------------------------------------|
| FCB JHB                                     | Radio                           | Toyota Genuine Parts "Michelle"              |
| FCB JHB                                     | Out of Home                     | Coca-Cola "A Rainbow for the Rainbow Nation" |
| Ogilvy & Mather JHB                         | Radio                           | DStv Discovery Channel "May Day Foley"       |
| Ogilvy & Mather JHB                         | Film                            | Topsy Foundation "Kevin"                     |
| TBWA/Hunt/Lascaris JHB                      | Print Technique - Art Direction | Flight Centre "Weird American Accent"        |
| TBWA/Hunt/Lascaris JHB                      | Film                            | Uniball Pens "Swapped at Birth"              |
| The Jupiter Drawing Room (South Africa) JHB | Film Technique - Music Adapted  | Songo & Africa MTBKID "Mountain Bike Kid"<   |

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