

Creative Circle results for May 2014

The Creative Circle Ad of the Month results for May 2014 have been announced.



The [Creative Circle](#) Ad of the Month results for May 2014 have been announced, and chairperson for the advertising judging panel that month, Graham Lang - Y&R comments: "No Digital or Experiential this month. That means no hiding behind the slickness of your case film, the dexterity of your HTML5 or the size of your media budget. Sorry guys, but this month was all about the power of the idea. Yes, a good old-fashioned, bare-knuckled AOTM death match. Well done to all with winners and thank you to the jury. "

Category	May 2014
Print	1. DSTV/Cesar Millan-The Dog Whisperer on NatGeo Wild - Your Dog Sees the World a little Differently "Bag/Shoes/Belt" - Ogilvy Jhb
	2. Independent Newspapers/Cape Argus - Election Campaign "Buthelezi/Zuma/Malema" - KingJames CT
	3. SAFARI/Superior African Charcoal "Township/Mountains/Beach" - The Jupiter Drawing Room Jhb
Radio	1. Flight Centre/Student Flights "Too Old for Contiki/Too Old for Oktoberfest/Too Old for Ibiza" - TBWA Hunt Lascaris Jhb
	2. Savanna/Dry "Long Haul" - FCB CT
	3. Toyota Motors SA/Genuine Parts "Sign Language Interpreter/Painting/Michelle/Job Promotion" - FCB Jhb
Out of Home	3. Tiger Brands/Uniball Jetstream Pens "Quite a Hooker/Strangler/Make you Suffer" - TBWA Hunt Lascaris Jhb
	1. Joburg Zoo/Animals of Amazon "Anaconda" - Y&R SA
	2. Nedbank/Savy - Money Trader "Water Billboard" - Joe Public
Film	2. Revag "Save Meesbaai" - Ireland Davenport
	3. Loeries/Creative Affect "Awe Struck/I Relate/Close To the bone/Mind Blowing/Hit a Nerve/I've Done That" - McCann
	Coronation "Doctor" - Net#Work BBDO
	2. Topsy Foundation "Kevin" - Ogilvy Jhb
	3. FNB "One Day of Freedom" - Metropolitan Republic

May 2014 advertising judges

Graham Lang, Y&R (Chair)
Gavin Dexter, Lowe
Liam Wielopolsky, DDB
Nico Botha, TBWA Hunt Lascaris
Georja Burger, Ogilvy
Jacques Gross, KingJames 11
Kush Chetty, Black River FC
Nick Liatos, M&C Saatchiabel
Raj Ranchod, TJDR
Pierre Odendaal, McCann

Category	May 2014 chair comments
Radio	Yusis, SA writes shweet radio! There was a discussion about blindfolding Arlene Donenberg and making her throw 3 darts at an A4 print-out of the radio entries to decide 1st, 2nd and 3rd this month. There were 33 brilliant entries, so it made it difficult to choose, but the winner is TBWA Hunt Lascaris who takes it by a nose hair for Flight Centre. FCB Cape Town comes in a close 2nd for Savanna and a tie for third between TBWA Hunt Lascaris for Uniball and FCB Joburg for Toyota.
Print	This category was thinner than a supermodel that's been trapped in a sauna for a year, but a worthy winner goes to a super simple visual idea for DSTV. A clear insight about how dogs see the world and the disregard they have for your positions. Ogilvy Joburg, go fetch your 1st place in Print! Gooooood boy! Second was King James for Cape Argus. Third goes to The Jupiter Drawing Room for SAFARI.
Film	The critics (me included) have been moaning about the state of film in SA. Well, they can all go to hell (me included) this month, because there was some world-class stuff. The winner, by a single point, was #Network BBDO for Doctor. A masterfully told story about a blind doctor, dramatises Coronation's brand platform of how trust is earned. In second place is Ogilvy Joburg for Topsy Foundation. In third place is Metropolitan Republic for FNB.

Outdoor	Staying with the animal theme, the Anaconda Escalator squeezes through in 1st place for the Joburg Zoo. Y&R SA transformed a normal escalator into a slithering anaconda by printing snakeskin onto the handrails. This installation aimed to drive traffic to a new exhibit called the Animals Of The Amazon. A tie in 2nd place between Ireland Davenport for REVAG and Joe Public for Nedbank. 3rd place goes to McCann for Loeries.
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Congratulations to all concerned.

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