

ididthatad launches Creative Circle Ad of the Year predictions, public voting

Not only has ididthatad.com invited top creatives to give their predictions for the [Creative Circle Ad of the Year Awards](#), members of the public are being asked to vote for their own predictions, too. The actual winners will be announced on Thursday evening, 22 March 2012, at Melrose Arch, Johannesburg.

ididthatad.com

ididthatad.com is an online resource providing access to South Africa's creative talent. Its predictions initiative is described as a light-hearted look at the past winners and it won't have an impact on the award results. It will, however, be a measurement tool to see how the public's vote weighs up against the judges' final choice.

Predictions are based on the 2011 [Creative Circle Ad of the Month](#) winners in the six categories - radio, television, print, ambient/outdoor, digital and experiential.

Guest predictors are [Jenny Glover](#) and [Brent Singer](#), both creative directors at [Net#work BBDO](#); [Paige Nick](#) ([@paigen](#)), creative head at [King James](#); [Brendan Hoffmann](#), senior art director at [FoxP2](#); and [Stephanie van Niekerk](#), senior writer at [Ogilvy Johannesburg](#).



Go to ididthatadpredictions.com to vote.

Launch of Loeries annual

The [new Loeries Annual](#) will also be launched at the Ad of the Year Awards. This 33rd annual contains the Loeries' official rankings for agencies, production companies and brands, plus individual credits, and it can be [ordered online](#).

For more, visit: <https://www.bizcommunity.com>