

CDF's best ads for May 2003

The best ads that appeared in May, as voted by the Creative Directors Forum.

Comments by Gerry Human (Chairperson) for May 2003 judging:

As far as the volume of entries goes, not a bumper month - except in radio, which ironically didn't yield a winner. But the work that did win was in each case thoroughly discussed and felt to be worthy of recognition.

NEWSPAPER

Winner cleverly suggests that cataracts can be cured by showing a guide dog following a (formerly blind) guy. 2nd place also goes through to Ad of the Year.

MAGAZINE

Not many entries here, the winner obviously got lucky. Sexy 2nd place also goes through to Ad of the year.

OUTDOOR

Although scores were low, the panel felt sympathetic towards Matthew's imminent departure and gave generously. Dulux was thus awarded as a campaign, even though there were mixed feelings about the Apartheid ad - funny that.

Only one out of the two 2nd placed "Jubilee 2000" ads - addressing the problem of third world debt - was put through to ad of the year, since its message was felt to be the more immediate of the two i.e. more appropriate for Outdoor.

RADIO

No award

TELEVISION

1st place awarded to stylish, well produced ad for 5FM featuring a guy who really knows how to pull. 2nd place goes through to Ad of the Year.

Herewith the results of the judging of the May 2003 entries. Congratulations to all concerned.

Newspaper:

1. SANCOB "Guide Dog" (48,4) – Net#Work BBDO
2. Harrison Human Bates "Client Copy" (45,2) – Harrison Human Bates
3. Childline "24hr Response" (44,0) – Net#Work BBDO

Magazine:

1. Harley Davidson/Motorbike Rental Service "Rentals" (55,0) – Harrison Human Bates
2. Lever Ponds/AXE "Graveyard" (50,0) – Lowe Bull (Gtng)
3. KingJames "King Neville" (41,0) – KingJames
3. Delta Motor Corporation/Astra "Cheetah" (41,0) – Net#Work BBDO

Outdoor

1. Dulux "Namaqualand/Bakkie" (46,1) – Lowe Bull (Gtng)
2. Jubilee Debt Movement/Debt Relief Awareness & Fund Raiser "Rubber" (45,0) – TBWA Hunt Lascaris (Gtng)
3. Childline "24hr Response" (42,2) – Net#Work BBDO

TV/Cinema

1. 5FM " Anti-Gravity" (51,2) – Net#Work BBDO
2. Childline "Lucy Moonflower" (42,0) – Net#Work BBDO
3. Delta Motor Corporation/Corsa Classic "Baggage" (40,0) – Net#Work BBDO

Radio (NO AWARD, BUT THE FOLLOWING ORDER)

1. Yardley-Lentheric/Solo Deodorant-Campaign "Heart/Multiple/Role Reversal/Screamer" (42,0) – Bester Burke
2. Standard Bank/Credit Card-Campaign "Thriller/Soap/Opera/Mafia/Cops & Robbers (38,4) – TBWA Hunt Lascaris (Gtng)
3. SABC 3/Top Billing "Crossing Over" (35,0) – TBWA Hunt Lascaris (Gtng)

The judging panel for May 2003 comprised of :

Gerry Human (Chair): Harrison Human Bates

Steve Straw: O&MRST-M

Tom Cullinan: Net#Work BBDO

Paul Sanders: Saatchi & Saatchi

Nicholas Hulley: TBWA Hunt Lascaris

Justin Wanliss: Red Nail

You can view the ads online at www.voicebank.co.za.

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