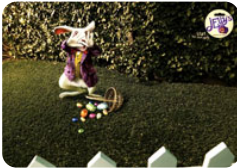


## Black Eagle for Euro RSCG

Euro RSCG's 'Easter Bunny' flew off with the Black Eagle, as well as Gold Eagles in the Product and Campaign categories, at the 2010 Eagle Print Awards held last night, Wednesday, 27 October 2010, at the Atlas Studios in Johannesburg. Sponsored by Independent Newspapers, the Eagles reward the most creative print media seen in South Africa over the past year.



Euro RSCG's Easter Bunny.

[click to enlarge](#)

The team - art director Laura May Vale, copywriter Justin Wanliss, creative director James Daniels, illustrator Pete Harrison and photographer Clive Stewart - won five tickets for the 2011 Cannes Lions Festival.

Commenting on the win, international judges Dave O'Hare and Chris Becker said that the campaign showed appealing storytelling that engaged the reader with visually executed charm. The ads told them something they hadn't seen before and offered a story, good copy, photography and art direction. "You get the feeling," stated Becker and "it's a delightful take on children's stories," added O'Hare.

### High standards

According to the judges, the standard of all the entries was very high and to internationally acceptable levels.

"As a writer, I found many of the ad entries used copy well, adding a story element that is often missing," said O'Hare.

Commented Becker, "The entries appeared to have already short-listed themselves and were respectful of the show and the judging process."

### All the winners

Category	Eagle	Agency	Client	Product Name	Title of Ad(s)
Product	Gold	Euro RSCG	Jelly Cameras	Jelly Cameras	Easter Bunny
Product	Silver	Ogilvy Cape Town	Volkswagen	Crafter	For Any Business- Suburb
Product	Silver	Ogilvy Cape Town	Volkswagen	Tsi	Quotes -Lennon
Product	Bronze	Draftfcb Durban	Ushaka Marine World	The Drop Zone-Africa's Highest Water Slide	Landmarks- Statue of Liberty
Product	Bronze	Draftfcb Johannesburg	Lexus	Keyless Entry	Pink Handbag
Product	Bronze	Lowe Bull JHB	Unilever	Sunlight Dishwashing Liquid	Front Door
Best tactical use of medium	Gold	No award			
Best tactical use of medium	Silver	Y&R South Africa	Land Rover	Land Rover Discovery4	Extreme Home Locations
Best tactical use of medium	Bronze	Network BBDO Cape Town	New Media	Visi Magazine	Cut
Corporate	Gold	No award			
Corporate	Silver	No award			
Corporate	Bronze	Y&R South Africa	Land Rover	Land Rover	Everywhere URL
Public services & charities	Gold	TBWAHUNTLASCARIS	The Endangered Wildlife Trust	The Endangered Wildlife Trust	Trash Seabirds-Lighter
Campaign	Gold	Euro RSCG	Jelly Cameras	Jelly Cameras	Monster/Alien/Fairy/Easter Bunny/Dragon
Campaign	Silver	Ogilvy JHB	Exclusive Books	History Section	Histories/Histories/Histories/Histories
Campaign	Bronze	King James	Allan Gray Pty (Ltd)	Allan Gray	Allan Gray Legend Mag- Legend Lennon/Legend Dean
Campaign	Black	Euro RSCG	Jelly Cameras	Jelly Cameras	Monster/Aliens/Fairy/Easter Bunny/Dragon
Student	Fledgling Certificate	AAA School of Advertising	Leatherman	Leatherman	Pocket sized hero/Batman

### Team credits

Agency	Product Name	Title of Ad(s)	Art director(s)	Copwriter(s)	Creative director(s)	Illustrator(s)	Photographer(s)	Typographer(s)
AAA School of Advertising	Leatherman	Pocket sized hero/Batman	Marchand Ebersohn	Marchand Ebersohn	Clive Loxton	Marchand Ebersohn	n/a	n/a
Draftfcb Durban	The Drop Zone-Africa's Highest Water Slide	Landmarks- Statue of Liberty	Felix Schmitz	Brandon Govender	James Dodd/Brett Morris	n/a	n/a	Felix Schmitz

Draftfcb Johannesburg	Keyless Entry	Pink Handbag	Alan Lewus	Morne Strydom	Grant Jacobsen	Carioca	Guy Neveling	Alan Lewus
Euro RSCG	Jelly Cameras	Easter Bunny	Laura May Vale	Justin Wanliiss	James Daniels	Pete Harrison	Clive Stewart	n/a
King James	Allan Gray	Allan Gray Legend Mag- Legend Lennon/Legend Dean	Karin Barry-McCormack	Paige Nick	Alistair King	n/a	Caroline McClelland	n/a
Lowe Bull JHB	Sunlight Dishwashing Liquid	Front Door	Christopher Charoux	Lee Naidoo	Rui Alves	Retoucher:Rob Frew	Clive Stewart	Stylist: Karin Orzol
Network BBDO Cape Town	Vsi Magazine	Cut	Kate Butcher, Sonja Fahn	Mke Pearson	Mke Schall, Ivan Johnson	Kate Butcher	n/a	Kate Butcher
Ogilvy Cape Town	Crafter	For Any Business- Suburb	Jennifer Macfarlane	Cuanan Cronwright	Chris Goltz	n/a	Guy Neveling	n/a
Ogilvy Cape Town	Tsi	Quotes -Lennon	Gareth Mpherson & Matthew Pullen	Jacques Massardo & Craig Ross	Chris Goltz	n/a	n/a	n/a
Ogilvy JHB	History Section	Histories/Histories/Histories/Histories	Chantelle Das Santos, Robyn Bergman	Leon van Huyssteen	Frank Luckin	n/a	Ross Garrett, Michael Lewis	Chantelle Das Santos
TBWA\HUNTLASCARIS	The Endangered Wildlife Trust	Trash Seabirds-Lighter	Mhlan Meeholz	Jared Osmond	Adam Weber	n/a	Chris Jordan	n/a
Y&R South Africa	Land Rover Discovery4	Extreme Home Locations	Ismaeel Chetty	Werner Marais	Deanne Longmore, Clinton Bridgeford, Liam Wielopolski, Michael Blore	n/a	Stock	Ismaeel Marais, Deanne Longmore
Y&R South Africa	Land Rover	Everywhere URL	Kevin Portellas	Werner Marais	Clinton Bridgeford, Liam Wielopolski, Michael Blore	n/a	n/a	Mbuso Ndlovu

## Judges

O'Hare, as a writer/creative director, helped win nearly one billion dollars in new business for agencies such as Ogilvy Worldwide, Grey, JW and others last year alone. He achieved the first-ever Emmy nomination for television advertising, an MPA Grand Kelly award, Cannes Lion: of various metals and two campaign-of-the-decade acknowledgements by the New York One Club. His work is included in the New York Museum of Modern Art's permanent collection and he is currently developing and writing several feature film projects.

Becker, the newly appointed global chief creative officer of GyroHSR, has produced iconic, award-winning campaigns such as 'Above the Influence' for ONDCP; 'Guarantees for the IF in Life' for MetLife; 'Milk's Favourite Cookie' for Oreo; 'Once You Go, You Know' for Jamaica Tourism Board and 'Depression Hurts' for Eli Lilly. He is a seasoned creative judge, having sat on judging panels all over the world from FI in Buenos Aires to Dubai Lynx in 2008, where he was jury president of the TV/Cinema, Print, Outdoor & Radio and Integrated juries. Most recently, he was a Press judge at Cannes Lions 2010.

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