

CDF's best ads for June 2002

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

Comments by Ashley Bacon (Chairperson for June judging)

Television was the strongest category this month - with a really great winner. Outdoor was pretty good with some hot debate about 2nd & 3rd place - there were a few tied scores. Radio, surprisingly, was not a bad average this month, with a lot of scores in the upper 40's. Newspaper & Magazine didn't yield too many entries this month. Unfortunately the panel didn't feel that magazine deserved a winner, but in newspaper there were some clear favourites.

Herewith the results of the judging of the June 2002 entries. Congratulations to all concerned. The ads going through to Ad of the Year are underlined.

Newspaper

1. Virgin Atlantic "Turned over Corner" (54,1) - Net#Work BBDO
2. SAB/Sterling Light Lager "Comrades" (52,0) - Lowe Bull Calvert Pace (Gtng)
3. Metro FM "Youth Day" (51,1) - Net#Work BBDO

Magazine (NO AWARD, BUT THE FOLLOWING ORDER)

1. AAA School of Advertising "Gingerbread Man" (51,0) - The Jupiter Drawing Room (South Africa)
2. BMW/Satellite Navigation "Satellite Navigation" (50,2) - TBWA Hunt Lascaris (Gtng)
3. Osram/Light Bulbs "Beware of Imitations" (50,0) - Saatchi & Saatchi (South Africa)

Outdoor

1. Springbok Ski Club/Ski Deck - Campaign - "Ski Slope" (50,0) - TBWA Gavin Reddy
2. Metro FM "Youth Day" (49,1) - Net#Work BBDO
3. Gun Free S.A. "Gun Vendor" (49,0) - Sonnenberg Murphy Leo Burnett

TV/Cinema

1. Standard Bank Business Banking "Wild Dogs" (57,0) - TBWA Hunt Lascaris (Gtng)
2. Distell/Savanna "Joke" (54,0) - TBWA Hunt Lascaris (Gtng)
3. Vodacom/4U "Crowd Surfer" (53,1) - FCB Johannesburg

Radio (NO AWARD)

1. True Love Magazine/July 2002 Issue "Hide & Seek" (53,0) - FCB Johannesburg
2. SABC/Conspiracies "Brainwash" (50,1) - TBWA Hunt Lascaris (Gtng)
3. SAB/Sterling Light Lager "Heart Foundation" (47,0) - Lowe Bull Calvert Pace (Gtng)

The judging panel for June 2002 comprised of :

Ashley Bacon (Chair) - FCB Johannesburg
Alan Irvin - Grey Advertising

Sergio Lacueva - O&MRST-M
Rajesh Ranchod - SMLB
Eliot Powell - Y&R Gitam
Roanna Williams - Harrison Human Bates
Camilla Herbstein - TBWA Hunt Lascaris
Julian Watt - Net#Work BBDO

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

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