

## Namibians celebrate 10 years of advertising excellence

The Namibian advertising industry held its 10th Annual Gecko Awards - its version of the Loerie Awards last Friday. The single Grand Prix went to Andrew Weir of Weirdesign for his 'Maid in Africa' clothespeg business card.

The judges for the awards were Garth Walker from Orange Juice Design, Durban; Jono Shubitz, ex-O&M; and Joe de Souza from Wieden & Kennedy in Amsterdam.

The event, mccc by comedian Mark Banks, saw 46 Silver and Stone (Gold) Awards. The haul for the internationally affiliated agencies was:

- 12 to DV8 Saatchi & Saatchi
- 11 to Advantage McCann
- Two to Ogilvy Namibia
- One to Interact FCB

The complete list of entries and winners is as follows:

### **2006 Namibian Gecko Awards Winners**

#### **CRAFTS**

##### **PRINT**

###### **Copywriting**

Name of Entry: GIPF ~ Celebrating Abilities

Title: "Can't See"

Awarded to: **Adforce Advertising**

###### **Illustration**

Name of Entry: 2004 Gecko Awards

Title: The Greatest Show On Earth

Awarded to: **DV8 Saatchi & Saatchi**

###### **Concept**

Name of Entry: British American Tobacco

Title: Excellence Breeds Brilliance

Awarded to: **DV8 Saatchi & Saatchi**

###### **Photography**

Name of Entry: Classic Safari Camps Of Namibia

Title: Namibia ~ Classic Safari Camps of Africa

Awarded to: **Brückner Management Services**

###### **Photography**

Name of Entry: Namibia Tourism Board

Title: Branding Namibia  
Awarded to: **Advantage McCann**

## **Photography**

Name of Entry: Namibia Tourism Board  
Title: Career Guide  
Awarded to: **Advantage McCann**

## **Photography**

Name of Entry: Desert Express ~ Transnamib  
Title: Board A Journey of Discovery  
Awarded to: **DV8 Saatchi & Saatchi**

## **RADIO**

### **Copywriting**

Name of Entry: MTC  
Title: N\$10 Recharge Voucher  
Awarded to: **Advantage McCann**

### **Original Music**

Name of Entry: MTC  
Title: Per Second Billing ~ Kwaito Jingle  
Awarded to: **David Teren**

### **Original Music**

Name of Entry: MTC  
Title: Email ~ Kwaito Jingle  
Awarded to: **David Teren**

## **TELEVISION**

### **Animation**

Name of Entry: Radio Energy  
Title: Speaker  
Awarded to: **Sector 09**

### **Animation**

Name of Entry: Namibia Breweries Limited  
Title: Hansa Pilsner Sport  
Awarded to: **Sector 09**

## **Stone Awards in Crafts:**

### **Concept**

Name of Entry: Maid In Africa  
Title: Business Card Pegs  
Awarded to: **Weirdesign**

## **Animation**

Name of Entry: 2004 Gecko Awards

Title: The Greatest Show On Earth

Awarded to: **Sector 09**

## **OUTDOOR ~ No Awards**

## **DESIGN**

### **Technical Literature - Annual Report**

Name of Entry: MTC

Title: MTC Annual Report

Awarded to: **Advantage McCann**

### **Technical Literature - Brochures**

Name of Entry: Desert Express ~ Transnamib

Title: Board a Journey of Discovery

Awarded to: **DV8 Saatchi & Saatchi**

### **Technical Literature - Brochures**

Name of Entry: Namibia Tourism Board

Title: Branding Namibia

Awarded to: **Advantage McCann**

### **Technical Literature - Brochures**

Name of Entry: Classic Safari Camps of Namibia

Title: Namibia ~ Classic Safari Camps of Africa

Awarded to: **Brückner Management Services**

### **Design Corporate ID**

Name of Entry: Jaco Wasserfall Architects

Title: Business Card

Awarded to: **DV8 Saatchi & Saatchi**

### **Design Posters**

Name of Entry: 2004 Gecko Awards

Title: The Greatest Show On Earth ~ Jester

Awarded to: **DV8 Saatchi & Saatchi**

### **Design Posters**

Name of Entry: 2004 Gecko Awards

Title: The Greatest Show On Earth ~ Tiger

Awarded to: **DV8 Saatchi & Saatchi**

### **Design Posters**

Name of Entry: Shakatura Poster

Title: Shakatura Poster

Awarded to: **Weirdesign**

### **Cover Design**

Name of Entry: Namport

Title: Syncrolift Tariff Book

Awarded to: **DV8 Saatchi & Saatchi**

### **Cover Design**

Name of Entry: Namibia Institute for Democracy

Title: Annual Report

Awarded to: **DV8 Saatchi & Saatchi**

### **Design ~ Packaging**

Name of Entry: Capricorn Sweets

Title: Yoghurt 4u2 Chew ~ wrappers

Awarded to: **Insite Communications**

### **Design ~ Internet Website**

Name of Entry: Interact FCB

Title: Interact Website - Self Promotion

Awarded to: **Interact FCB**

### **Design ~ Internet Website**

Name of Entry: Power and Glory Films

Title: Self Promotion

Awarded to: **Power and Glory Films**

### **Design ~ Other**

Name of Entry: Maid In Africa

Title: Namibian Hand Postcard

Awarded to: **Weirdesigns**

### **RADIO**

### **Product & Services**

Name of Entry: Bank Windhoek

Title: Hair Salon

Awarded to: **DV8 Saatchi & Saatchi**

### **Product & Services**

Name of Entry: MTC

Title: N\$10 Recharge Voucher

Awarded to: **Advantage McCann**

### **Product & Services**

Name of Entry: Windhoek Schlachtereier

Title: Sausage

Awarded to: **Advantage McCann**

## **Retail**

Name of Entry: Kalahari Sands Hotel & Casino

Title: Christmas in July

Awarded to: **Advantage McCann**

## **PRINT**

## **Corporate**

Name of Entry: Ogilvy Namibia

Title: Art Director Needed

Awarded to: **Ogilvy Namibia**

## **Retail**

Name of Entry: African Curiotique

Title: Hangover

Awarded to: **Expresso Instant Advertising**

## **TELEVISION**

## **Product & Services**

Name of Entry: Namibia Breweries Limited

Title: Sport Sponsorship

Awarded to: **Advantage McCann**

## **Product & Services**

Name of Entry: GIPF

Title: Pension Benefits

Awarded to: **Adforce Advertising**

## **Public Service**

Name of Entry: National Road Safety Council

Title: Domino's

Awarded to: **Advantage McCann**

## **Stone Awards in Television & Corporate Video**

TV ~ Documentary Video

Name of Entry: Optimedia CC

Title: Documentary Video for Woman & Child Protection Unit

Awarded to: **Optimedia**

## **TV ~ Corporate Video**

Name of Entry: Gobabeb

Title: Fundraising Corporate Video

Awarded to: **Power & Glory Films**

## **PROMOTIONAL MARKETING**

### **Promotional Marketing**

Name of Entry: Kalahari Sands Hotel & Casino

Title: Golf Day Invite

Awarded to: **Expresso Instant Advertising**

### **Promotional Marketing**

Name of Entry: Old Mutual

Title: Pizza Slices

Awarded to: **Ogilvy Namibia**

### **Stone Award for Promotional Marketing**

Promotional Marketing

Name of Entry: Maid in Africa

Title: Maid in Africa

Awarded to: **Weirddesign**

## **CAMPAIGNS**

### **Print Campaign**

Name of Entry: Medishield

Title: Medishield Print Campaign

Awarded to: **Trustco Media**

### **Television Campaign**

Name of Entry: First National Bank

Title: Get Cardwise

Awarded to: **DV8 Saatchi & Saatchi**

### **Stone Award for Campaigns**

Design Campaigns

Name of Entry: 2004 Gecko Awards

Title: The Greatest Show On Earth

Awarded to: **DV8 Saatchi & Saatchi**

## **INTEGRATED/MIXED MEDIA**

### **Integrated Media ~ Concept**

Name of Entry: Namibia Dairies

Title: Drinki Campaign

Awarded to: **Advantage McCann**

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### **GRAND PRIX WINNER**

Name of Entry: Maid in Africa

Title: Business Card

Awarded to: **Weirdesigns**

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