

Euro RSCG sinks its talons into a Black Eagle

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This week, Euro RSCG South Africa took home one of the local advertising industry's most coveted creative awards - the Black Eagle.

Euro RSCG South Africa now joins a select group of agencies whose work was considered exceptional enough to take home an accolade that has only been awarded seven times in the Eagle Print Awards' 15-year history.

The campaign which caught the judges' attention was for children's camera brand, Jelly Cam's. Euro RSCG South Africa stepped into the realm of the magical to create two complementary campaigns for the brand. The campaigns were designed to talk to moms as the primary purchaser, while at the same time intriguing their children. Using photography and super-realistic illustration, the campaigns featured what appeared to be fantastical creatures - the Easter Bunny, a dragon, an alien space ship, a fairy and a monster under the bed - captured on film by Jelly Cam's photographers.

International judges Dave O'Hare and Chris Becker commended the ads for their storytelling qualities, and commented on the high level of photography, art direction, and copy writing.

The Jelly Cam's campaign also won the Gold Eagle in the Campaign category, while the campaign's "Easter Bunny" execution won the Gold in the Product category.

James Daniels, executive creative director of Euro RSCG South Africa, said the win still feels rather unreal. "To think that after just three years in operation, we've managed to attract this level of recognition for our work is amazing," he says. "It's a great feeling knowing that the judges thought so highly of the campaign. This is definitely Euro's time."

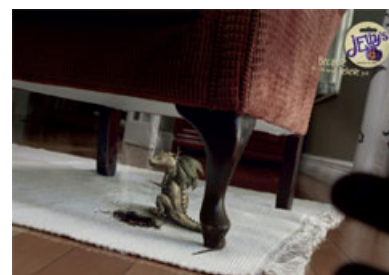
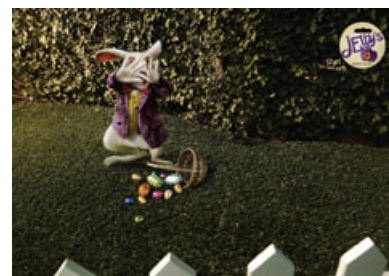
On top of the metalwork for the awards case, the creative team won five tickets to the 2011 Cannes Lions Festival. The team consists of Daniels, group creative head Laura May Vale, copywriter Justin Wanliss, photographer Clive Stewart and illustrator Pete Harrison.

Hat trick at Creative Circle

In the run-up to its Black Eagle win, the agency has also won the Creative Circle's magazine ad of the month award for the past three months in a row.

The August and September awards were once again for the two different Jelly Cam's ads, while the agency's first place in October was for a campaign for Reel Entertainment.

"In the last year, no other agency has won a Creative Circle Award three times in a row," says Daniels. "It's another great affirmation for Euro as a group. "It shows that the industry sees the value in our creative ability and it speaks volumes about our creative teams."



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