

All the 2014 Clio Awards South African winners

The Clio awards winners have been announced and South African agencies walked away with three Gold, six Silver and eleven Bronze.



"The South African radio renaissance continues as we garner eleven of our twenty Clio awards in the Radio and Radio Crafts categories. While FCB's "Coke Rainbows" didn't do as well for the country as we would've liked, Ogilvy's "Lucozade" and M&C Saatchi's "Haven Night Shelter" continued on their winning ways. What is concerning, however, is we didn't register a single finalist in Digital or Integrated. If we are to be truly competitive on the world stage, we need the big, sticky ideas that get executed with the scale and budget only high-level client buy-in can deliver. Now that we have Coca Cola onboard as The Creative Circle's official partner, we'll be launching some initiatives to showcase the power of creativity as a business tool to South Africa's marketers that will hopefully get us some more traction in the Integrated and Digital categories. Watch this space." - Justin Gomes, Creative Circle Chairperson.

Clio Gold

AGENCY	CATEGORY	PRODUCT & TITLE
M&C Saatchi Abel CT	Engagement - Events	The Haven Night Shelter "The Street Store"
Ogilvy & Mather JHB	Audio Technique-Writing	Lucozade "Teleconference"
Ogilvy & Mather CT	Audio Technique	Music Rape Wise "National Anthem"

Clio Silver

AGENCY	CATEGORY	PRODUCT & TITLE
Joe Public	Radio (Public Service)	One School at a Time "Project English"
M&C Saatchi Abel CT	Direct (Out of Home)	The Haven Night Shelter "The Street Store"
M&C Saatchi Abel CT	Engagement (Experiential)	The Haven Night Shelter "The Street Store"
Ogilvy & Mather JHB	Radio	Huggies Gold "Cribs"
Ogilvy & Mather JHB	Radio	Lucozade "Give me Strength"
Ogilvy & Mather CT	Radio	Music Rape Wise "National Anthem"

Clio Bronze

AGENCY	CATEGORY	PRODUCT & TITLE
FCB JHB	Public Relations	Coca-Cola "A Rainbow for the Rainbow Nation"
FCB JHB	Audio Technique-Writing	Lexus "Cliches"
M&C Saatchi Abel CT	Public Relations - Cause Related	The Haven Night Shelter "The Street Store"
M&C Saatchi Abel CT	Public Relations - Events	The Haven Night Shelter "The Street Store"
Ogilvy & Mather JHB	Print	Bose "Noise Cancelling Headphones"
Ogilvy & Mather JHB	Audio Technique-Writing	Lucozade "Kiddies Party"
Ogilvy & Mather JHB	Audio Technique-Writing	Lucozade "Enrique Concert"
The Hardy Boys	Engagement - Guerilla	NSPCA "Vote NSPCA"
The Jupiter Drawing Room (South Africa) CT	Design	Brandhouse/Windhoeck Beer "Tavern Make Over"
Ireland / Davenport	Clio Music Film	National Geographic Channel "Mandela Lives"
Egg Films	Clio Music Film	Skrillex "Ragga Bomb"

Clio Shortlist

AGENCY	CATEGORY	PRODUCT & TITLE
FCB JHB	Radio	Lexus/Adaptive Head Lights "Precognition"

FCB JHB	Radio	Toyota Genuine Parts "Michelle"
FCB JHB	Out of Home	Coca-Cola "A Rainbow for the Rainbow Nation"
Ogilvy & Mather JHB	Radio	DStv Discovery Channel "May Day Foley"
Ogilvy & Mather JHB	Film	Topsy Foundation "Kevin"
TBWA/Hunt/Lascaris JHB	Print Technique - Art Direction	Flight Centre "Weird American Accent"
TBWA/Hunt/Lascaris JHB	Film	Uniball Pens "Swapped at Birth"
The Jupiter Drawing Room (South Africa) JHB	Film Technique - Music Adapted	Songo & Africa MTBKID "Mountain Bike Kid"<

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