

Times Creative Ad Challenge places 27 ads, worth R2.5m

This year's Times Creative Ad Challenge saw load shedding and Xenophobia as the top trending topics for submissions, with 27 ads being awarded placement value of over R2.5m. Ogilvy Cape Town walked away as the agency with most submissions, most placements and winner of the best ad, as chosen by the editor, for its Chappies "Royal Birth Did You Know" submission.

The month long 2015 campaign yielded record participation with 99 entries being submitted from 23 agencies. All the published ads gained a free entry to the Loeries, where Times Media is the official sponsor of the 'tactical use of print' category for the third year. To view the winning ads, go to www.timescreativeads.co.za.

For more, visit: <https://www.bizcommunity.com>