

CDF's best ads for June 2003

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

Comments by Mike Schalit (Chairperson) for June 2003 judging:

So Hunts, Lowe's and Herdbuoys weren't interested enough to judge this month so we decided to invite MiffFSA. So only the entry forms themselves were judged (with special minority dispensation for purples, greens, gays, lesbians, pirates, brothers with raised fists, sad colonels, puppets, Freds, lobsters, crazy monkeys, and other assorted coneheads).

Oh yes, nice to see some masterful copy from a client, Fred, sorry the judges were such a tight bunch.

Herewith the results of the judging of the June 2003 entries. Congratulations to all concerned.

Newspaper:

1. Delta/Corsa Campaign - "Diesel/Boot/Headroom" (53,2) – Net#Work BBDO
2. Dulux "Happy Sindane" (48,0) – Lowe Bull
3. Metro FM/Youth Day "Youth Day" (47,0) – Net#Work BBDO
3. BMW/3 Series "Public Notice" (45,0) – TBWA Hunt Lascaris

Magazine: (NO AWARD, BUT THE FOLLOWING ORDER)

1. Harrison Human Bates "Right, said Fred" (48,2) – Harrison Human Bates
2. Lever Ponds/Axe "Puppet" (48,0) – Lowe Bull
3. Nedbank Experientials/Cinema Nouveau/Gay & Lesbian Film Festival "Closet" (46,0) The Jupiter Drawing Room (South Africa)

Outdoor:

1. Metro FM/Youth Day "Youth Day" (54,2) – Net#Work BBDO
2. Vodacom/Pirates Congratulations "Arms" (51,2) – FCB Johannesburg
3. SAB/Amstel Lager "Time" (51,0) – O&MRS-T&M (Gtng)

TV/Cinema

1. Chicken Licken "Sad" (61,2) – Net#Work BBDO
2. Chicken Licken "Honeymooners" (60,2) – Net#Work BBDO
3. GSK/Oxy "Lobster" (56,0) – O&MRS-T&M (Gtng)
3. MTV/Crazy Monkey "What is Footskating? Skateboard, and then some" (56,2) The Jupiter Drawing Room (South Africa)

Radio

1. Delta/Corsa Lite "Vat" (62,0) – Net#Work BBDO
2. Delta/Corsa Lite "Forewarning" (56,0) – Net#Work BBDO
3. Delta/Corsa Lite "Grand Prix" (56,2) – Net#Work BBDO

The judging panel for June 2003 comprised of:

Mike Schalit (Chair): Net#Work BBDO

Sergio Lacueva: O&MRST-M

Roanna Williams: Harrison Human Bates

Brett Morris: FCB Johannesburg

Christian Boshoff: The Jupiter Drawing Room

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

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