

# Creative Circle results for August 2011

The Creative Circle results for August 2011 are out, judged by an all-women panel that included some of the planet's most awarded creative, all in honour of Women's Month. According to chairperson Catherine Ireland, the results reflect a tough but fair approach from the judges.



Category	August 2011
<b>Print</b>	1. Vodacom/Look 4ME "Stripper/Surfer/Night Club" - Draftfcb Johannesburg
	1. Independent Newspapers/Eagle Awards 2011 "Tank/Gun/Grenade" - King James
<b>Ambient/outdoor</b>	1. Primedia/94.7 Breakfast Express "Smile Dammit Blossoms" - BlackRiver FC
	2. Unilever/Skip Liquid Detergent "Evolution of Washing" - The Jupiter Drawing Room Cape Town
<b>TV/cinema</b>	1. Chicken Licken/Hot Wings "Return of the Craving" - Net#work BBDO
	2. Kalahari.net "1 Millionth Customer" - JWT Cape Town
	3. KFC "So Good" - Ogilvy Johannesburg
<b>Radio</b>	1. PSN/Joiteze "Intruder" - Euro RSCG
<b>Experiential</b>	1. Stop Rhino Poaching "Your Hair & Nails Can Save a Rhino" - Lowe Bull Cape Town
	2. SA Breweries/Black Label "Be the Coach" - Ogilvy Cape Town
	3. Cape Times/Drive Time Supplement "For Sale" - Lowe Bull Cape Town

Catherine Ireland, Grey (chairperson)
Shelley Smoler, TBWA\Hunt\Lascaris
Jenny Glover, Net#work BBDO
Alison Stansfield, Saatchi & Saatchi
Suhana Gordhan, Black River FC
Bridget Johnson, Ogilvy
Sanche Frolich, The Jupiter Drawing Room
Margarita Karvouniars, morrisjones
Heidi Kasselmann, Lowe Bull

Category	August 2011 chair comments
<b>General</b>	To celebrate Women's Month, the August jury was an all-women panel and included some of the planet's most awarded creatives. I think the results reflect a tough but fair approach from the judges.
<b>Print</b>	There was a lot of print to judge this month but very few pieces were fresh or memorable. Worryingly, there seemed to be an unusually low standard of <a href="#">copywriting</a> , despite a number of long copy entries. Art direction craft was also generally disappointing. The well-crafted winning entries were clearly head and shoulders above the rest.
<b>Ambient/outdoor</b>	There were very few entries in this category but both winners showed fresh thinking and meticulous craft.
<b>TV/cinema</b>	There were a lot of very well-crafted film entries this month. In fact, the one or two pieces that weren't beautifully produced were glaringly lackluster.
<b>Radio</b>	The Ad of the Month rules mean that at least one winner must be chosen in each category. So, we chose one winner. There were a lot of noisy, shouty executions and few clear, funny or memorable spots. Peculiar for a creative community that so recently dominated the radio category at Cannes.
<b>Experiential</b>	This was a very interesting category to judge. There was some very fresh and compelling work, though a lot of the events showcased were quite small-scale. This may prove a disadvantage when the work is pitted against international work at other shows. Perhaps it's because many marketers are still reluctant to invest in large-scale activations and experiences that are tricky to pre-test and measure. There is a trend to very long-winded entry videos. This results in a worn-out judging panel and will compromise the work's success. If the idea can't be explained in under two minutes, then it's probably not a very good one. The old maxim about the best ideas fitting onto the side of a matchbox holds true.

For more judges' comments, go to [www.adlip.co.za](http://www.adlip.co.za).

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