

Creative Circle results for June 2012

The Creative Circle Ad of the Month results for June 2012 have been announced.



Comments Brett Morris, chairperson for the month: "Quite a lot of work entered this month, which is not surprising, given that we're still within two months of the Loerie deadline."

Category	June 2012
Print	1. PPC/15% more "Tiger/Sausage/Peeping Tom" - TJDR Jhb
	2. Independent Newspapers/Cape Argus Compact Launch Phase 2 "Julius Malema/Helen Zille/Kim Jong" - King James
	3. National Geographic Kids Media 24/Magazine "Twitter Birds" - FoxP2
	3. Volkswagen/Parts & Service "Swing/Kettle/Braai" - Ogilvy Cape Town
Film	1. McDonalds SA/Kids Birthday Parties "Point of View" - DDB SA
	2. Lexus/45 Snor - Draftfcb Jhb
	3. Eskom/4M "15 Watts" - Saatchi & Saatchi Jhb
	3. Playboy "Hairstyles" - Y&R
Radio	1. Nampak/Twin Saver "Allergy/Ignacio/Debt Collector Daddy's Girl" - TBWA Hunt Lascaris
	2. Hyundai/1x35 "Parking Assistant" - TJDR CT
	3. Comair Ltd/Kulula.com "Man Go" - King James
Ambient/outdoor	1. Tiger Brand/Doom - Roachville "The Bedroom/The Lounge/The Café" - TBWA Hunt Lascaris
	1. Land Rover/Defender "Buffalo/Bush Baby/Lion" - Y&R
	2. MTN Swaziland/MTN International Festival 12 "Bush Fire - Lehiya" - MetropolitanRepublic
	3. Exclusive Books/Killing Kebble Mandy Weiner "Killing Kebble" - Net#work BBDO
	3. Kraft Foods/Stimorol Mega Mystery "Puberty to High Tea" & Exchange Student to Pillow Fight - Ogilvy CT

June 2012 judges
Brett Morris, Draftfcb (chair)
George Low, MetropolitanRepublic
Cara Messais, Net#work BBDO
Ross Ventress, Ireland Davenport
Peter Little, Ogilvy
Mick Shepard, M&C Saatchi Abel
Darren Cronje, TJDR
Antoinette Fourie, TBWA Hunt Lascaris
Marcus Moshapalo, DDB SA
Monique Kaplan, Joe Public

Category	June 2012 chair comments
Print	A lot of entries and the judges felt it was a strong category. So all places were deemed to be very worthy Ad of the Year finalists. First place went to PPC cement for a clever, entertaining solution to what should be a very tough brief: 15% extra on a bag of cement. Well done for cracking that one.
Film	Not a lot to choose from in this category but clear winners in the end. Top spot went to McDonalds for a fun, cleverly executed spin on their Kids Birthday Parties campaign. And lastly, the Draft Draught was a big hit. Well done to all the winners, let's keep celebrating the good work.
Radio	A really fun, fresh execution for Twin Saver was a very clear winner in radio. Really great to see all that craft and humour going into a 20 second spot for a change.
Ambient/outdoor	Two pieces shared first place and the panel was loathe to separate them as they were both worthy winners in their own right. A simple, classic poster idea for Land Rover and a highly-crafted, tactical ambient idea for Doom.

The Creative Circle Ad of the Month is sponsored by Primedia Unlimited, a supporter of South Africa's creative industry

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