

Multichoice Vuka! winners

Public service announcement (PSA) Anti-Human Trafficking by Saatchi & Saatchi was the overall winner in the professional category at the 2007 MultiChoice VUKA! Awards, which were announced at a gala awards evening held at The Bassline in Newtown earlier this week. It also walked away with the best soundtrack award.



Glen Marques (CEO of M-Net) (left) and Nolo Letele CEO of MultiChoice (right) with the winners in the best overall PSA (newcomer category Handle Your Gambling) Lani Greenhill and Simon Anderson. Photo by John Hogg.

Anti-Human Trafficking, which raises awareness for the International Organisation for Migration with the hard-hitting message that human trafficking is slavery, was produced by Lesley Anne Roe of Saatchi & Saatchi and Byron Grant from Fresh Eye Film Productions and directed by Amy Allais from Fresh Eye Film Productions.

Another big winner in the professional category included the poignant Father from production house Groundglass for The Tomorrow Trust, which focuses on the tragic story of child-headed households children who are being raised by other children because of the devastation caused by HIV/Aids. It won for best direction and best creative concept/script.

Happy Together by Fresh Eye Film Productions for the South African National Blood Service won best creative editing; Surfer by Faith Creations /Young & Rubicam CT (one of a beautiful trio of commercials) for Al Anon won in the best cinematography category and A Clean Start by Afrofusion Communications for Indalo Yethu Environmental in the best animation category.

Best newcomer

In the best newcomer category the overall winner went to the animated Handle Your Gambling which was directed by the Animation School's Simon Anderson and Lani Greenhill for the South African Responsible Gambling Foundation. The commercial walked away with four other awards – for best direction, best animation, best soundtrack and best creative concept and/or script.

The other winner in the newcomer category was the hard-hitting Perceptions produced by AFDA in Cape Town for the

Saartjie Baartman Centre for Women & Children. Produced by Thobile Mkhwanazi and directed by Rio Allen, it looks at how abuse in the home affects all members of the family.

All entries are judged on merit and judges do not know who the entrants are. The 2007 judges were Peter Van Jaarsveld (Metropolitan Republic); Gerd Muller (Ministry of Illusion); Ian Wilson (The Front Film Productions); Paul Warner (Metropolitan Republic); Peter Carr (Velocity Films); Dimitri Repanis; Rachel Andreotti (FCB); Werner Maritz (Dop); Gary King (Picture Tree); Angus Gibson; Graham Hickson; Marge Hughes; John Culverwell (Sonovision Studios) Jeremy Holden (Riverstone Films), Judith Mofutsanyana (Mc Cann Erickson); Clinton Bridgeford (Y & R); Sandy De Witt; Richard Starkey (Guillotine); Pam Marsh (The Refinery); Bongi Selane (M-Net) and Dylan Lloyd.

Says Jacki Rikotla, corporate affairs GM Multichoice: "Every year we dare aspiring and professional filmmakers and advertising creatives to put their skills and energy into making an advert that counts for our society. And every year without hesitation they meet and surpass that challenge.

"We are proud to be associated with the powerful work that contributes to showcasing the talents of South African filmmakers and we are proud to be associated with a project that delivers hope and endless opportunity. Congratulations to all the entrants who have so passionately brought their stories to life, we wish them well in their future endeavours."

Top 20 entries

The MultiChoice VUKA! 2007 Top 20 entries, which will be screened together with the semi finalists on DStv from January next year, are:

ANTI-HUMAN TRAFFICKING

(Best overall and winner for the best soundtrack)

Charity Organisation: International Organisation for Migration

Production House: Saatchi & Saatchi

Producer: Lesley Anne Roe and Byron Grant from Fresh Eye Film Productions

Director: Amy Allais of Fresh Eye Film Productions

Cinematographer: Lars Cox

Concept/Script: Alison Stansfield, Louis Maass and Gift Manganyi

Sound Design: Louis Enslin

Editor: Jason Basson

FATHER

(Winner for best direction and best creative concept/script)

Charity Organisation: The Tomorrow Trust

Production House: Groundglass

Producer: Janette De Villiers

Director: Sacha Waldman

Cinematographer: Peter Tischauser

Concept/Script: Damon Stapleton

Sound Design: Lovemore @ Frequency

Editor: Hylton Heather

HAPPY TOGETHER

(Winner in the best creative editing category)

Charity Organisation: South African National Blood Service (SANBS)

Production House: Fresh Eye Film Productions

Producer: Santa Asbury

Director: Craig Blyth

Cinematographer: Clive De Klerk

Concept/Script: Hardy boys
Sound Design: Rob Schroeder
Editor: Tessa Ford

SURFER

(Winner in the best cinematography category)

Charity Organisation: Al Anon
Production House: Faith Creations
Producer: Gillian Garish
Director: Jan-Hendriks Beetge
Cinematographer: Greg Heiman
Concept/Script: Emily Veitch, Deanne Longmore and Clinton Bridgeford
Sound Design: Hey Papa Legend
Editor: Eben Smal, Priest

A CLEAN START

(Winner in the best animation category)

Charity Organisation: Indalo Yethu Environmental
Production House: Afrofusion Communications
Producer: Tandy Massey-Blake
Director: Mark Lawrie
Animator: Adrian Bergoff
Cinematographer: Clive Lawrie
Concept/Script: Frank Kunene
Sound Design: Dave Harris
Editor: Grant Aerts

GIRL

Charity: Al Anon
Production Company: Faith Creations
Producer: Gillian Garish
Director: Jan-Hendriks Beetge
Cinematographer: Greg Heimann
Concept/Script: Emily Veitch, Deanne Longmore and Clinton Bridgeford
Sound Design: Hey Papa Legend
Editors: Eben Small, Priest

MOTHER

Charity: Al Anon
Production Company: Faith Creations
Producer: Gillian Garish
Director: Jan-Hendriks Beetge
Cinematographer: Greg Heimann
Concept/Script: Emily Veitch, Deanne Longmore and Clinton Bridgeford
Sound Design: Hey Papa Legend
Editor: Eben Smal, Priest

THE BOTTLE

Charity: Drive Alive
Production Company: Draft FCB
Director: Lance van Rensburg
Animation: Sibusiso Mpatha

Concept/Script: Sibusiso Mpatha
Sound Design: Sibusiso Mpatha
Editor: Sibusiso Mpatha

RING RING

Charity: Rape Crisis
Production Company: Bester Burke Slingers
Directors: Andrew O'Donoghue and Emily Veitch
Concept/Script: Andrew O'Donoghue and Emily Veitch
Sound Design: Hey Papa Legend
Editor: Tenkilo CT

CONTAINER

Charity: Bright Kid Foundation
Production Company: Terraplane
Producer: Patrick Bonior
Director: Raps
Cinematographer: Clive Sacke
Concept/Script: Greg Shepherd and Eugene Botes
Sound Design: Lovemore from Frequency
Editor: Bronwyn Williams
Top 10 newcomers:

HANDLE YOUR GAMBLING

(Best overall; also winner of best direction; best animation; best soundtrack and best creative concept and/or script categories)

Charity Organisation: South African Responsible Gambling Foundation
Production House: The Animation School
Producer: Peter Den Hartogh
Directors: Simon Anderson and Lani Greenhill
Cinematographer: Kirsten Beets
Animation: Steven Mare, Simon Anderson, Kirsten Beets and Lani Greenhill
Concept/Script: Steven Mare, Simon Anderson, Kirsten Beets and Lani Greenhill
Sound Design: Steve Mare
Editors: Simon Anderson and Steven Mare

PERCEPTIONS

(Winner in the best cinematographer and best creative categories)
Charity Organisation: Saartjie Baartman Centre for Women & Children
Production House: AFDA CT
Producer: Thobile Mkhwanazi
Director: Rio Allen
Cinematographer: Sebastian Lallemand
Concept/Script: Jayme Lee Mace
Sound design: Gustav Stutterheim
Editor: Jacqueline Viviers

GAMBLING ADDICTION

Charity Organisation: Social message
Production Company: City Varsity
Producer: Riaz Solker
Director: Alan Shelley

Cinematographer: Brian Seymour
Concept/Script: Alan Shelley
Sound Design: Phillip Botes
Editor: Terrence Orpen

IT'S NOT A GAME

Charity Organisation: Women and Men Against Child Abuse
Production Company: Boston Media House
Producer: Dustin Smith
Directors: Igor Brigljevic and Charl Joubert
Cinematographer: Charl Joubert
Animation: Igor Brigljevic and Charl Joubert
Concept/Script: Igor Brigljevic
Sound Design: Charl Joubert
Editor: Charl Joubert

MAKE UP

Charity: People Opposing Women Abuse
Production Company: Creative Vision
Producer: Mpotseng Mdakane
Director: Abena Ayivor
Cinematographer: Willem Viljoen
Concept/Script: Vutha
Sound Design: Warren Burley
Editor: Walter Green

MAYDAY

Charity: National Sea Rescue Institute
Production Company: AFDA CT
Producer: Thobile Mkhwanazi
Director: Rio Allen
Cinematographer: Jacques Koudestaal
Concept/Script: Matt Blitz & Matt Goodall
Sound Design: Gustav Stutterheim
Editor: Dwaine Corrao

DR NICO TEEN

Charity: National Council Against Smoking
Production Company: The Animation School
Producer: Peter Den Hartogh
Directors: Christian Massyn and Gerhard Theron
Cinematographers: Christian Massyn and Gerhard Theron
Animation: Christian Massyn and Gerhard Theron
Concept/Script: Christian Massyn and Gerhard Theron
Sound Design: Christian Massyn and Gerhard Theron
Editors: Christian Massyn and Gerhard Theron

WHERE HAS THE INNOCENCE GONE?

Charity: Women And Men Against Child Abuse
Production Company: Belinda Pinto
Producer: Belinda Pinto
Director: Belinda Pinto

Photography: Belinda Pinto
Concept/Script: Belinda Pinto
Sound Design: Belinda Pinto
Editor: Belinda Pinto

GROW 2010

Charity: Grow 2010
Production Company: Vega the Brand Communications School
Producer: James Sharpe
Director: Lex Trickett, Rachel Skevington and Stephanie Symonds
Cinematographer: Rachel Skevington
Animation: Lex Trickett, Rachel Skevington and Stephanie Symonds
Concept/Script: Lex Trickett, Rachel Skevington and Stephanie Symonds
Sound Design: Luke Young
Editor: Stephanie Symonds

DRINKING GAMES

Charity: Drive Alive
Production Company: The Animation School
Producer: Peter Den Hartough
Director: Kevin Dunn
Animation: Isak van Schalkwyk, Kevin Dunn and Jaco Engelbrecht
Concept/Script: Kevin Dunn
Sound Design: Isak van Schalkwyk
Editor: Isak van Schalkwyk

- Representing MultiChoice's flagship corporate social investment programme, the VUKA! Awards encourage established and aspirant creatives to produce a TV commercial for a charity or cause that is close to their hearts in the form of PSAs. The top 20 commercials – 10 made by professionals and 10 by industry newcomers – will be screened on DStv channels from January 2008.

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