

# Creative Circle Awards: October/November/December winners

The winners of the October/November/December Creative Circle Awards have been announced.

| DIGITAL & INTERACTIVE: OCTOBER TO DECEMBER 2016       |   |                            |   |        |      |
|---|---|----------------------------|---|--------|------|
| Agency / Entrant                                      | Title   | Brand                      | Product                                   | Award  | Year |
| Retroviral  | #ElectionBurger   | RocoMamas                  | #ElectionBurger                           | First  | 2016 |
| NATIVE VML  | Absolut One Source  | Pernod Ricard South Africa | Absolut Vodka                             | Second | 2016 |
| The Jupiter Drawing Room Cape Town                    | #SWHOPPER   | Burger King                | Burger King Whopper Burger                | Third  | 2016 |
| EXPERIENTIAL: EXPERIENTIAL - OCTOBER TO DECEMBER 2016 |   |                            |   |        |      |
| King James II   | The Saxonwold Shebeen   | Twin Peak Projects         | Twin Peak Projects                        | First  | 2016 |
| King James Group                                      | The Bostik Book of Unbelievable Beasties  | Permoséal                  | Bostik Cut and Paste, Bostik Wax Twisters | Second | 2016 |
| M&C Saatchi Abel                                      | Chainsaw Chop   | 10X Investments            | 10X Investments                           | Third  | 2016 |
| OUTDOOR & OUT OF HOME: OCTOBER 2016                   |   |                            |   |        |      |
| Ogilvy & Mather Johannesburg                          | Rio Olympics - Sprint, Gymnast, Swim, Tennis  | DStv Now                   | DStv Premium                              | First  | 2016 |
| MullenLowe South Africa                               | 50% off Titles - 10000 Leagues Under the Sea, A Tale of One City, Catch 11              | Blank Books                | Blank Books                               | Second | 2016 |
| PRINT: NOVEMBER 2016                                  |   |                            |   |        |      |
| King James II   | The More You Listen, The More You Know - Amakikip, Shweshwe, Ndebele                    | SAfm                       | SAfm                                      | First  | 2016 |
| PRINT: DECEMBER 2016                                  |   |                            |   |        |      |
| Leo Burnett   | 'Tis the Seasoning  | McDonald's                 | McDonald's                                | First  | 2016 |
| RADIO: OCTOBER 2016                                   |   |                            |   |        |      |
| King James II   | Retro Shows - Retro 1,2,3   | SABC 3                     | Retro Shows                               | First  | 2016 |
| King James II   | You Know How The Story Ends - Sowetan Toilet, Chunk Plunger, Meat Truck                 | SABC 3                     | Classic Movies                            | First  | 2016 |
| TBWA\Hunt\Lascaris Johannesburg                       | Summer Promo - The Joke, The Guitar   | Appletiser                 | Summer Promo                              | Second | 2016 |
| RADIO: NOVEMBER 2016                                  |   |                            |   |        |      |
| TBWA\Hunt\Lascaris Johannesburg                       | The US President  | Flight Centre              | Student Flights                           | First  | 2016 |
| King James II   | The More You Listen, The More You Know - George, Linda                                  | SAfm                       | SAfm                                      | Second | 2016 |
| RADIO: DECEMBER 2016                                  |   |                            |   |        |      |
| King James II   | Previously On - The Whole Bold & The Beautiful Story, The Whole Days Of Our Lives Story | SABC 3                     | Soopies                                   | First  | 2016 |
| Publicis Machine                                      | Stop the Spiral   | Biral                      | Stress Relief Tablets                     | Second | 2016 |
| MullenLowe South Africa                               | Left Brain vs Right Brain   | Prudential                 | Prudential                                | Third  | 2016 |
| TELEVISION, VIDEO & CINEMA: OCTOBER 2016              |   |                            |   |        |      |
| King James Group                                      | Settle  | Sanlam                     | Sanlam                                    | First  | 2016 |
| NATIVE VML  | Absolut One Source  | Pernod Ricard South Africa | Absolut Vodka                             | Second | 2016 |
| M&C Saatchi Abel                                      | Western #MotherBuffer   | MWEB                       | MWEB Fibre                                | Third  | 2016 |
| TELEVISION, VIDEO & CINEMA: NOVEMBER 2016             |   |                            |   |        |      |
| MetropolitanRepublic                                  | #MyNightshift   | MTN SA                     | Brand                                     | First  | 2016 |
| Ogilvy & Mather Johannesburg                          | Still a Man - Broadcast Sponsorship   | KFC                        | Double Down Burger                        | Second | 2016 |
| Joe Public Pty Ltd                                    | Afronaut  | Chicken Licken             | Hotwings                                  | Third  | 2016 |
| TELEVISION, VIDEO & CINEMA: DECEMBER 2016             |   |                            |   |        |      |

|   |  |                   |                                |        |      |
|---|--|-------------------|--------------------------------|--------|------|
| Net#work BBDO                           | Here's to Us   | Tusker            | Tusker Lager                   | First  | 2016 |
| King James II                           | Pa-Rum-Pum-Pum-Pum - Chapter 2: Getting Ready For Christmas, Chapter 3: The Night Before Christmas, Chapter 4: Christmas Day | Pick n Pay        | Pick n Pay                     | Second | 2016 |
| Havas Johannesburg                      | You name it challenge - English, Zulu, Sotho   | Reckitt Benckiser | Gaviscon plus                  | Third  | 2016 |
| <b>INTEGRATED: MAY TO DECEMBER 2016</b> |  |                   |                                |        |      |
| FoxP2 Advertising                       | #OpenEyes  | Ster-Kinekor      | Ster-Kinekor                   | First  | 2016 |
| Joe Public Pty Ltd                      | SAB 18+ Be the Mentor  | SAB Corporate     | SAB 18+ Anti-underage drinking | Second | 2016 |
| Joe Public Pty Ltd                      | The Plate Project  | McCain            | Frozen food                    | Third  | 2016 |
| King James Group                        | Conspicuous Savers   | Sanlam            | Sanlam                         | Third  | 2016 |

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