

Liam Wielopolski runs with Adidas' *Original is never finished*

IDidTht's January SA Film Reel was judged by Liam Wielopolski, chief creative officer at DDB South Africa, who awarded the best in film craft by Production Companies, and specifically the Best of Reel for Direction Craft to Terence Neale at Egg Films for Adidas Originals' *Original is never finished*.

Wielopolski was ranked third CCO at the recent Loeries rankings, but more importantly, his Avi on Twitter is an egg, he has 11 followers and his one and only tweet reads: "First tweet, yehaa!" – that was back in June 2011... When Liam's not strategically questioning and undermining the conventions of social media, he's an industry leader and you need to take note of what he rates as South Africa's best.

He says to "brace yourself for the bold new Adidas Originals spot, *Original is never finished*, in support of its latest collection which recently launched worldwide. A visually stunning video, dark and menacing in its atmosphere, celebrates street culture, authenticity and going after one's dreams. Features an inspiring remix of the iconic song 'My Way' originally sung by Frank Sinatra, a lot of the spot's visuals, whether it's Snoop Dogg transforming into a canine, black basketballs raining from the sky or women destroying drones with baseball bats, work on shock value. And of course, some have been shocked. A quick scroll through the video's comments on YouTube find as many accounts praising the ad's visuals as labelling it 'satanic', 'Illuminati' and just plain 'weird'. But with over seven and a half million views since release, *Original is never finished* is already making a huge splash. Love it Terence Neale!"

Special mentions for the month also went to:

- Dan Mace at Groundglass for Tusker Lager *Finding 42*
- The team at Lung Animation for Woolworths *Find the magic in Christmas – Episode 1*

For more information, visit ididtheditorial.com.

For more, visit: <https://www.bizcommunity.com>