

Creative Circle results for November 2007

The Creative Circle results for November 2007 are out and according to chairperson John Davenport, the judges, including himself, were “still getting the hang of the top-three-ads-go-through idea, and the thinking that these should be thought of as Ad of the Year finalists. Some of the judges expressed doubt about this system, but no matter which system we use, this seems to be the case!”

Added Davenport, “A few of the categories were fairly thin, especially magazine. The TV category was probably the strongest, which was nice to see. Well done to King James for a great Steers campaign. Nice to see real TV ads for real clients winning. I particularly liked the one where soft serve ice cream gets sprayed all over the disappointed-looking little girl.”

Newspaper (in no particular order):

- Ad of the Year Finalist: BMW SA/Premium Selection “Colours” – Ireland-Davenport
- Ad of the Year Finalist: BMW SA/Premium Selection “Pictures” – Ireland-Davenport
- Ad of the Year Finalist: Sony/Camcorder “Black Jacks” – Volcano

Magazine (in no particular order):

- Ad of the Year Finalist: McCain/Oven Backed Chips “You” – Net#Workj BBDO
- Ad of the Year Finalist: Meltz “Birthday Suit/Cupcake/Fancy Dress/Washing Line/Orange Sheep” – Net#Work BBDO
- Ad of the Year Finalist: Reggies-Toys R Us/Simpsons DVD “Couch” – Volcano

Outdoor (in no particular order):

- Ad of the Year Finalist: Adcock Ingram/Compral “Headbanger” – DraftFCB JHB
- Ad of the Year Finalist: SC Johnson/Rally Car Wax “Spotlight” – DraftFCB JHB
- Ad of the Year Finalist: BMW SA/X5 “Penthouse” – Ireland-Davenport

TV/cinema (in no particular order):

- Ad of the Year Finalist: Ramrod/Maglite “Dark Side” – DraftFCB JHB
- Ad of the Year Finalist: Steers/Schalk Burger Meal “Ice Cream/Burger Flip” – KingJames (Jhb)
- Ad of the Year Finalist: Apple IMC/Apple Computers “Shave/Shoe Laces” – Net#work BBDO

Radio (in no particular order):

- Ad of the Year Finalist: BMW SA/Premium Selection “Morse Code” – Ireland-Davenport
- Ad of the Year Finalist: Rock4Aids 2007 “Just Jinjer” – Joe Public
- Ad of the Year Finalist: Steers/Schalk Burger Meal “Schalk” – KingJames (Jhb)

The judging panel for November 2007 comprised:

“ John Davenport, Ireland-DavenportLiezl-Mari Long, Joe Public

Mick Blore, Saatchi & Saatchi

Trevelyn Hall, Morris Jones

Damon Stapleton, TBWA\Hunt\Lascares

Rajesh Ranchod, Red Nail

Eion Welsh, Pie Street

Juliet Honey, Grey Advertising

Lawrence Katz, DraftFCB

Sean Harrison, Net#Work BBDO ”

The judges all agreed the catering was excellent and Stapleton was even wearing a very smart jacket...

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