

# Creative Circle results for January 2012

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



Chairperson John Davenport of Ireland/Davenport said that, while a reasonable amount of work had been entered for the month, there had been very few entries in the Outdoor category and these would therefore be held over to the following month for judging. He also said that the Mercedes cinema ad was a good example of an idea specifically tailored to the medium.

Category	January 2012
<b>Print</b>	1. National Geographic Channel/Dog Whisperer with Ceser - Milan "Daisy" - Ireland Davenport
	2. National Geographic Channel/Dog Whisperer with Ceser - Milan "Parents" - Ireland Davenport
	3. Webber Wentzel Attorneys/Media Law Practice - "Censorship"
<b>Film</b>	1. Top TV-Fox/The Walking Dead "Bedtime" - Ireland Davenport
	2. Mercedes-Benz/Night View Assist "Dark Horse" - Net#Work BBDO
	3. Cape Town Fish Market "Anchor/Snorkel/Speedboat" - Lowe Bull CT
<b>Radio</b>	1. Adcock Ingram/Panado Infant Drops "Grandma/Toy Bark/Lullaby" - Ireland Davenport
	2. Multichoice/DStv Xtra View "A Few Good Millionaires/Book Club/Ramsay 25:17" - Ogilvy Jhb
	3. Chicken Licken/Hotwing Strike "Halitosis/Liver/Bacteria" - Net#Work BBDO
<b>Digital</b>	1. Clover/Dairy "Way Better" - Joe Public/Gloo Design
	2. Wilderness Foundation/Forever Wild Anti-Poaching "You Tube Interventions" - Ogilvy CT
	3. Samsung/Afcon Games "Goal" - Gloo Design

Chairperson of the digital category, Matt Ross of KingJames/Punk, commenting on the entries in this category, said that the entries went from excellent craft and excellent idea to completely laughable, but not in a good way. The winner was Clover's 'Way Better' microsite which created a Dr Suess-like Dairyverse to teach its audience about Clover's products and dramatize its process.

January 2012 Advertising judges	Digital judges
John Davenport, Ireland Davenport (Chairperson)	Matt Ross, KingJames
Erin Brooks, Grey Advertising	Mark Tomlinson, Hello Computer
Warwick Rautenbach, Net#Work BBDO	Nicholas Wittenberg, Ogilvy
Lawrence Katz, Draftfcb	Pete Case, Gloo Design
Keith Manning, Metropolitan Republic	Jimmy Eichenberger, Net#Work BBDO
Peter Little, Ogilvy	Emma Carpenter, Quirk
Tim Beckerling, TJDR	
Antoinette Fourie, TBWA Hunt Lascaris	
Matthew Barns, Publicis	
Theo Ferreira, Hello World	

View and listen to all the winners on [ididthatad.com](http://ididthatad.com).

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

For more, go to [www.creativecircle.co.za](http://www.creativecircle.co.za) and [www.adlip.co.za](http://www.adlip.co.za).

*Updated at 1.50pm on 7 March 2012.*

*Updated at 10.18am on 8 March 2012.*

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