

Creative Circle results for October 2013

The Creative Circle Ad of the Month results for October 2013 have been announced.



The [Creative Circle](#) Ad of the Month results for October 2013 have been announced, and chairperson for the advertising judging panel that month, Neo Mashigo - Ogilvy & Mather JHB comments: "The out of home category and print stood out for me. There were a couple of well crafted outdoor and print execution, but were let down by the idea. The radio category was a let down with a few entries. All the winners deserved to go to Ad of the Year where they'll meet their match."

Category	October 2013
Print	1. Philips/Bodygroom Plus for Men "Looks Bigger" - Ogilvy & Mather Jhb
	2. Foodcorp/Ouma Rusks "Ouma Takes South Africans Home" - Joe Public
	3. BMW/Top Brands Award "Trophy Cabinet" - Ireland-Davenport
	3. Volkswagen/Dynaudio Sound Systems "Lighter" - Ogilvy & Mather CT
Radio	1. SABC 3/Comedy Night "Knock Knock/Horse" - KingJames 11
	2. Cell C/International Calls "French" - Ogilvy JHB
Film	1. City Lodge/Road Lodge "Rock Star" - TBWA Hunt Lascaris Jhb
	2. Virgin Active SA "Live Happily Ever Active" - M&C Saatchiabel
	2. KFC/Families "Separated" - Ogilvy & Mather Jhb
	3. FNB/Smart Account "Smart People Make a Plan" - DDB SA
Digital	1. Mondelez/Halls "Breath Deep. Make Your Move" - Ogilvy & Mather CT
	2. Appletiser/Slender Can "A New Spin on Things" - TBWA/Tequila Jhb
	3. Samsung/Mobile App. "Galaxy Experience" - Gloo
Out of Home	1. Tiger Brands/Koo "Edible Billboard" - Owen Kessel
	2. Marmite SA "Monster/Witch/Marmite Spooktacular Projections" - Machine
	3. OFM "Swanger/Vingers/Satanis/Skoene/Voels/Dwelms" - Joe Public

October 2013 advertising judges

Neo Mashigo, Ogilvy & Mather JHB (Chair)
 Freda Raubenheimer, Joe Public
 Gareth McPherson, Machine
 Anthea Webber - Ireland Davenport
 James Andrews, - TBWA Hunt Lascaris
 Eric Wittstock, - DDB
 Donovan Bryan, - Owen Kessel
 Warwick Rautenbach, - Switch
 Ross Ventress, - JWT
 Jason Xenopolous, - Native

October 2013 digital judges

Nicholas Wittenberg, Ogilvy CT (Chair)
 Nelri Rossam, Native
 Simon Lloyd, Quirk
 Adam Brandt, Gloo
 Matthys Esterhuizen, Hello Computer
 Hennie Stander, The Jupiter Drawing Room

Category	October 2013 chair comments
----------	-----------------------------

Radio	The radio category was a let down with a few entries.
Film	We had a robust debate about TV but ended up sticking with our initial scores.
Out of Home	I loved the Marmite projections work on Out of Home, it felt quite fresh for the medium and the category. KOO edible billboard took a simple brief that could've been seen as boring and turned it into an interesting billboard and activation idea.

Digital Chair comments

I felt there were some pretty strong contenders who didn't make it through this quarter, so to be honest, I was somewhat surprised by the results.

What I have noticed over the last year or two is the schizophrenic nature of the results for this "category" - there appears to be very little consistency from one judging panel to the next. The results here don't marry in many instances with the results we are seeing at Loeries, for instance, although the criteria for judging is very much the same.

I strongly suggest we form a single panel which judges Digital in addition to the other categories, hopefully bringing a degree of consistency to proceedings. Digital as a separate 'specialised' category with a separate judging panel doesn't make all that much sense. In fact, across the board, we really do need to start considering breaking up all these specialist - and in particular Digital - side shows.

It's advertising, and the criteria for judging great ideas is the same whether it's Radio, TV or Print.
Needless to say, congratulations to the winners.

For more, go to www.creativecircle.co.za, www.adlip.co.za and ididthatad.com.

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