

# Creative Circle Awards for June 2006

The Creative Circle Awards results for the post-Loerie deadline month of June 2006 are out and according to chairperson Wendy Moorcroft, the judges - predictably - faced a higher than normal number of entries in some categories, although not as many as expected. "Perhaps some agencies are holding back till next month's judging, which will make for a competitive August," she says.

In radio, a lot of entries were received (about 40) but it was more quantity than quality. Lowe Bull's spot for Lowe Bull Johannesburg's copywriter recruitment scored highest. In outdoor, Nedbank's solar panel hoarding, which provides power for a township school, was a clear winner. "Great one," according to the judges.

In the newspaper category, there were a lot of strong entries - many of them probably last minute Loerie qualifiers - of a pretty high standard. There was another Harley Davidson winner, this time in film, and an entertaining runner-up for *Sports Illustrated*. Magazine had noticeably fewer entries than in newspaper and outdoor, and not of the same high standard, either.

## Newspaper

1. 8InkMedia/National Geographic Kids Magazine - Learn Campaign "Space/Tornado/Lion/Avalanche" - FoxP2
2. Ocean Basket "Fish & Chips" - Joe Public (CT)
2. WWF - SA - Campaign "Cheetah/Whales/Gorilla" - Ogilvy
3. Virgin Atlantic/Upper Class "Breast Exam" - Net#Work BBDO

## Magazine

1. Volkswagen SA/Toureg "Sleeping Animals" - Ogilvy
2. Ford/Focus ST "Speedy" - JWT (Jhb)
3. Addis/4 Sided Lock - Retro Lunch Campaign "Kreols/Mellow Yellow/Squeezy Cheesi/Kojak" - FoxP2

## Outdoor

- 1 Nedbank "Power to the People" - Net#Work BBDO
2. Triumph/Maximizer "Foot Mirror" - BBDO Cape Town
3. Peugeot/407 Coupe "Xenon Campaign" - Saatchi & Saatchi

## TV/cinema

1. Harley Davidson "Affair" - Ogilvy
2. SA Sports Illustrated "Drinks Guy" - Saatchi & Saatchi
3. Cell C "Frisbee" - Net#Work BBDO>

## Radio

1. Lowe Bull "Flighting Codes" - Lowe Bull (Jhb)

2. Multichoice/Action X - Only campaign "Driving Miss Daisy/Pride & Prejudice/ Out of Africa" - Ogilvy

3. Ramsay Son & Parker "Satellite Navigation" - Ogilvy

The judging panel for June 2006 comprised:

Wendy Moorcroft, Ogilvy

Francois de Villiers, FCB

Gavin Williams, Net#work BBDO

Devin Kennedy, KingJames

Roger Paulse, Singh & Sons

Darren McKay, The Jupiter Drawing Room

Kirk Gainsford, Lowe Bull

Conn Bertish, Saatchi & Saatchi

Justin Gomes, FoxP2

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