

Creative Circle results for September 2012

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



Comments Jonathan Beggs, chairperson for the month: "It was a predictably quiet month after the Loeries rush, with not a huge amount of entries overall but there was some really enjoyable work."

Category	September 2012
Print	1. Mercedes-Benz/Certified pre-owned "Who knows What you're Getting" - Net#Work BBDO
	2. 1st For Women/Car/Home/Business/Life Insurance "Cliff/Fence/Suburb" - BlackRiver FC
	3. Volkswagen/Safety "I'm in Traffic/See You Now/ I'll be there in a While" - Ogilvy CT
Film	1. The Loerie Awards/Miral "Farting/Cheetah/The Elephant Whisperer" - The Jupiter Drawing Room (South Africa) Jhb
	2. Nando's/25 Reasons to love South Africa "Izikhothane/Athletes" - BlackRiver FC
	3. Montego "Family Ties" - Human Kind
Radio	1. Frank.net/Life Cover - "Phone Number" - FoxP2
	1. Unilever/Omo Liquid "Hey Papa Legend/Sonos Studio/Brain Wave/Soft Light City" - The Jupiter Drawing Room (South Africa) CT
	2. Toyota/Hilux - Toughness Rubs Off "Oumas/Meises/Tieners" - Draftfcb Jhb
	3. Wrigleys/Orbit "45 Pieces Left/2 Short" - DDB SA
Ambient/outdoor	Too few entries -this category will be held over to next month

September 2012 advertising judges
Jonathan Beggs, The Jupiter Drawing Room CT (chair)
Mike Groenewald, TBWA Hunt Lascaris
Anthea Webber, Ireland Davenport
Jared Osmond, Net#Work BBDO
Jeanine Vermaak, Joe Public
James Cloete, Draftfcb
Molefi Thulo, Ogilvy
Romy Lunz, Havas WW
Sean Harrison, DDB

Category	September 2012 chair comments
Print	The Print winner was a clever tactical piece from Network BBDO for Mercedes Certified Pre-owned. It looked like a normal page of listings for used cars in the Auto Trader, but soon became a warning to make sure you know what you're getting yourself in for when you buy a second hand Merc. Second went to a fun campaign for 1st For Women. Third place was another clever piece from Ogilvy CT for VW Safety, using predictive text options to show us why it's best not to text and drive.
Film	There were quite a few smart, quirky entries in TV - but Jupiter JHB's campaign for the Loerie Awards came out tops, with its mixture of charm, authenticity and humour. It's a delightful lo-fi campaign that interviews "ordinary people" about their favourite "adverts". Second place went to Black River's popular "25 Reasons" campaign for Nando's and more humour won in third place, with a gently quirky ad for Montego dog food from Human Kind.
Radio	Radio this month was almost monologue-free...but we did see the revival of the Live Read and The Jingle, with a tie in first place. There was FoxP2's funny - and original - radio stunt for Frank.net, which saw the familiar announcer voice of the brand getting cheeky with Andy Rice as he delivered a Live ad on his 702 show. Then there was Jupiter CT's frankly barmy "Ooh eh eh Just One Small Cap is Enough" Remix campaign - which takes the catchphrase from the TV and turns it into a series of ridiculously catchy songs, to great comic - and viral - effect.

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

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