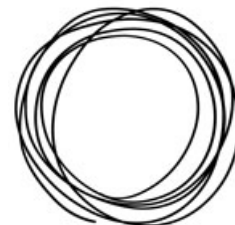


2010 Creative Circle Ad of the Year winners

The 2010 Creative Circle Ad of the Year winners, the best of the Ads of the Month, were announced last night, Thursday, 24 March 2011, at The Venue, Melrose Arch, Johannesburg. [updated]

Commented Creative Circle chair Brett Morris, "[The Ad of the Year awards remain] a much-coveted award as evidenced by the entries and quality of work. It's very clear from the calibre of winners that the creative industry in this country is world-class. Creatives are certainly going all out in pursuit of new and innovative ideas that push boundaries and that's exciting."



Magazine

Agency: FoxP2

Client: 8ink Media

Product: National Geographic Kids Magazine

Title: Air Pollution/Deforestation/Oil Slick

CD: Andrew Whitehouse/Justin Gomes

AD: Clement/Ryan Barkhuizen/Andrew Whitehouse

CW: Clement/Justin Osburne

Photographer: N/A



Magazine Ad of the Year: Air Pollution, Deforestation, Oil slick

[click to enlarge](#)

Newspaper

Agency: KingJames

Client: Kulula.com

Product: Price Positioning

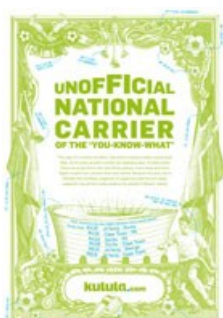
Title: Unofficial Sponsor/Not Next Year

CD: Alistair King

AD: Christian Boshoff

CW: Michael Wilson

Photographer: N/A



Newspaper Ad of the Year:
Unofficial, Not next year.

[click to enlarge](#)

Outdoor

Agency: TBWA\Hunt\Lascaris Johannesburg
Client: International Organisation for Migration
Product: Counter Human Trafficking
Title: Campaign Designed to Drop Sales
CD: Vanessa Gibson
AD: Miguel Nunes
CW: Charles Pantland
Photographer: Des Ellis



Outdoor Ad of the Year: Design to drop sales.

[click to enlarge](#)

Film

Agency: Ogilvy Jhb
Client: Topsy Foundation
Product: Aids Reversal
Title: Selinah
CD: Fran Luckin/Gerry Human/Bridget Johnson
AD: Robyn Bergmann/Vidette Kay
CW: Stephanie van Niekerk
Prod co: Egg Films
Director: Kim Geldenhuys
Editor: Kobus Loots
Audio eng: Human Audio
Audio des: Human Audio
Voice art: LEAH

Radio

Agency: Net#Work BBDO Johannesburg

Client: Virgin Atlantic Airlines

Product: Upper Class

Title: Barry/Moira/Neville

ECD: Rob McLennan

CW: Brent Singer/Jenny Glover

Prod co: First Left

Audio eng: David Law

Audio des: David Law

Net#work BBDO Jhb - Barry for Virgin Atlantic Upper Class

Net#work BBDO Jhb - Moira for Virgin Atlantic Upper Class

Net#work BBDO Jhb - Neville for Virgin Atlantic Upper Class

Experiential

Agency: Joe Public

Client: Clover

Title: Clover Cooking Calendar

CD: Pepe Marais/Maciek Michalski

AD: Simone Rossum/Sophia Strydom/Maciek Michalski

CW: Janine Vermaak



Experiential Ad of the Year:
Clover Cooking Calendar.

[click to enlarge](#)

Digital

Agency: FoxP2/Gloo Digital Design

Client: Brand House

Product: Drive Dry

Title: They'd Love to Meet You

Media agency: Notabene

Category: Digital/Online

Agency team: Michael Lees-Rolfe/Gavin Williams/Mimi Cooper/Ryan Barkhuizen/Simon Lotze

Web link: www.gloo.co.za/drivedry

Primedia Unlimited, sponsors of the Ad of the Year, talked the creatives through the creative opportunities available for ambient media and the growth of this category over the years. According to Primedia Unlimited CEO Ken Varejes, ambient media has grown to deliver half of outdoor ad spend and needs to be distinguished from alternative media, which is a once-off event

The [2010 Loeries Annual](#) was also officially launched at the awards.

Last updated at 4.51pm on 25 March 2011.

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