

# Creative Circle announces monthly award winners

The Creative Circle has announced its winners for work flighted between September to December 2017.



January judges (Back L-R) Charles Foley, Kabelo Mshapalo, Vanessa Moodley, Paul de Klerk, Jonathan Bain, Rob McLennan, Tlamelo, Portia Mamosebo, Laura Maggs - Front (L-R) Aisha O'Reilly, Brinke van Zyl, Annette de Klerk.

Winners were announced after a full day's judging hosted by jury president and executive creative director of King James II, Rob McLennan, at their new offices in Parktown, Johannesburg. In addition to McLennan, the judging panel included 12 representatives from Creative Circle member agencies:

- Jonathan Bain, executive creative director, Bain & Bunkell
- Annette de Klerk, senior copywriter, Net#work BBDO
- Charles Foley, creative director, Halo
- Paul de Klerk, chief creative officer, Etiket
- Tlamelo Letebele, senior art director, Y&R Johannesburg
- Laura Maggs, copywriter, Fairly Famous
- Portia Mamosebo, copywriter, M&C Saatchi Abel JHB
- Vanessa Moodley, group head: social, The Niche Guys
- Kabelo Moshapalo, executive creative director, TBWA\ Hunt Lascaris
- Aisha O'Reilly, art director, Cheil
- Nicole Solarsh, senior copywriter, House of Brave
- Brinke van Zyl, associate creative director, Duke

## Renewed focus on talent development

Creative Circle has a renewed focus on talent development within the South African advertising industry. McLennan says that although in the past the judging panel comprised senior creatives, the Creative Circle has started to include younger colleagues in the judging process.

He says, "It's vital for young creatives to be in the room which is why Creative Circle judging is the perfect training ground to provide young creative talent the opportunity to assess what makes for outstanding work."

Entries are judged on innovation, quality and relevance to the brand, target audience and chosen media. The categories judged were Outdoor and Out of Home; Print; Radio; Television, Video & Cinema; Digital; Experiential; and Integrated Campaign.

The Creative Circle represents advertising agencies, and only Creative Circle members are eligible to enter the awards. All the winners are listed in the table below, and work can be viewed online [here](#).

All monthly winners are shortlisted for the annual awards which will take place in March 2018. Entries for work flighted from January to February 2018 will open on 5 March 2018 and close on 12 March 2018. Entries will be judged on 5 April 2018.

### September 2017

Category	Entry Agency	Prize	Brand	Title
Television, Video & Cinema	FCB Joburg	First	South African Tourism	Bheki The uMbacu Maker
Television, Video & Cinema	The Odd Number	Second	Brand South Africa	Dala What You Must
Television, Video & Cinema	Joe Public United	Third	Brothers For Life	The Choice is Yours
Print	The Open Collaboration	Third	BMW	Rockstar

[Dala What You Must](#) from [Anthony Bila](#) on [Vimeo](#).

### October 2017

Category	Entry Agency	Prize	Brand	Title
Television, Video & Cinema	The Odd Number	Second	Brand South Africa	We're Not About That
Television, Video & Cinema	Joe Public United	Third	Mahindra	Heavy

## November 2017

Category	Entry Agency	Prize	Brand	Title
Television, Video & Cinema	Connect Joe Public	Second	Chicken Licken	Icelandic Boy
Television, Video & Cinema	King James II	Third	Kwesé	The Great Escape
Outdoor & Out of Home	Black River FC	Second	M-Net Channel 101	Come for the food. Stay for the drama

## December 2017

Category	Entry Agency	Prize	Brand	Title
Television, Video & Cinema	TBWA\Hunt Lascaris Johannesburg	First	Joburg Ballet	Rain Must Fall
Television, Video & Cinema	Ogilvy Cape Town	Second	NSRI (National Sea Rescue Institute)	My Dad
Television, Video & Cinema	FoxP2 Advertising	Third	Ster Kinekor	The Reign of Ian
Radio	Ogilvy Johannesburg	Second	AbInBev	The Pinky Ring Guy

## Combined September – December 2017

Category	Entry Agency	Prize	Brand	Title
Digital & Interactive	King James II	Second	Food & Trees for Africa	SetRight
Digital & Interactive	Net#work BBDO	Second	Mercedes-Benz	50 years of AMG

Digital & Interactive	FCB Cape Town	Third	Cansa	Testimonials Social Media Campaign
Digital & Interactive	FoxP2 Advertising	Third	National Geographic Kids Magazine	Black Friday
Digital & Interactive	The Jupiter Drawing Room Cape Town	Third	Burger King South Africa	Replace Your Meis
Experiential	King James II	First	Siemens	The Siemens Air Drop
Experiential	M&C Saatchi Abel	Second	10X Investments	Car Rental
Experiential	Cullinan	Third	Absa/Barclays	Give Art Life
Experiential	North VCA	Third	Polyco	Packa-Ching
Integrated	Cullinan	Third	Absa/Barclays	Give Art Life

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