

At a glance: SA shortlists for three intl ad festivals

For your ease of reference, Bizcommunity.com has put together the shortlists of South African finalists for three major international advertising competitions: next week's One Show Festival (which includes One Show, One Show Design and One Show Interactive) in New York City, the Clio Awards in New York City on 19 May 2011, and the D&AD Awards (Professional and Student) in London on 16 June. May the force be with us!



2011 One Show finalists - South African shortlist

Category	Client	Entry title	Agency
01A: Newspaper: Full Page or Spread - Single	Avis	Reunion	Ireland/Davenport, Johannesburg
01A: Newspaper: Full Page or Spread - Single	Volkswagen	Sell Your Car	Ogilvy, Cape Town
01B: Newspaper: Full Page or Spread - Campaign	Master Lock	Puzzles	FoxP2, Cape Town
06F: Self-promotion	The Jupiter Drawing Room Cape Town	Work - We Think Everything Through	The Jupiter Drawing Room South Africa
06F: Self-promotion	The Jupiter Drawing Room Cape Town	Lunch - We Think Everything Through	The Jupiter Drawing Room South Africa
07E: Public Service: Collateral (Brochures and Direct Mail) - Single	The War Museum	Tape Measure	Ireland/Davenport, Johannesburg
07I: Public Service: Television - Single	Topsy Foundation	Selinah	Ogilvy, Johannesburg
07J: Public Service: Television - Campaign	Apartheid Museum	A History Forgotten Is A Future Lost	TBWA\HuntLascaris - Johannesburg
08A: Radio - Single	Kia Motors	Rebecca Dawson	Singh&Sons, Cape Town
08A: Radio - Single	Netsurit	Fantasy Quest	TBWA\HuntLascaris - Johannesburg
08A: Radio - Single	Independent Newspapers, Cape Times	Economic Crunch 1	Tenille Abrahams, Cape Town
08B: Radio - Campaign	Estoril Books	Do not picture...	DDB South Africa, Johannesburg
08B: Radio - Campaign	Everlast South Africa	Coach	JWT, Johannesburg
08B: Radio - Campaign	Galderma - Benzac	Teenage Mnds	Net#work BBDO, Johannesburg
08B: Radio - Campaign	Pyotts Mini Cheddar	A Little Bit of Cheese	Ogilvy, Johannesburg
09A: Television: Over :30 - Single	First for women	So Backwards	Bouffant Films, Johannesburg
09A: Television: Over :30 - Single	Tetrapak	Lightning	Velocity Films, Johannesburg
09H: Television: Under \$80K Budget - Single	Exclusive Books	E Mail for Dummies Chain Mail	Ogilvy, Johannesburg
12A: Non-Broadcast - Single	POWA	Neighbours	Ogilvy Johannesburg
14A: Integrated Branding Campaign	Comair	The Campaign for the "You Know What"	King James, Cape Town

2011 One Show Interactive finalists - South African shortlist

Category	Client	Entry title	Agency
03F: Environmental / Experiential - Single	Volkswagen	Goodbye Citi	Ogilvy, Cape Town

2011 One Show Design finalists - South African shortlist

Category	Client	Entry title	Agency
01B: Booklet/Brochure	Interactive Africa	Design Indaba Superstars Portfolio	The Jupiter Drawing Room South Africa, Cape Town

02B: Corporate Identity - Campaign	Comair	SLOW Lounge	Grid Worldwide Branding and Design, Johannesburg
02B: Corporate Identity - Campaign	Interactive Africa	The Creative Playing Field	The Jupiter Drawing Room South Africa, Cape Town
06A: Spatial Design: Indoor Spaces	Comair	SLOW Lounge	Grid Worldwide Branding and Design, Johannesburg
07A: Outdoor - Single	FOX International Channels and Top TV	The Walking Dead Cab	Ireland/Davenport, Cape Town
09A: Direct Mail - Single	DraftFCB Cape Town	DraftFCB Design Portfolio	DraftFCB, Cape Town
09A: Direct Mail - Single	The War Museum	Delville Wood Dice	Ireland/Davenport, Johannesburg
09A: Direct Mail - Single	The War Museum	Tape Measure	Ireland/Davenport, Johannesburg
09A: Direct Mail - Single	Rock4AIDS	Spark Hope Matchbook	Joe Public, Rivonia
11B: Public Service: Outdoor and Posters - Campaign	UNICEF	Scary Nights	Y&R South Africa



2011 Clio finalists - South African shortlist

Shortlist Category		Product/Service	Title	Agency
Design	Calendar	Clover	Clover Cooking Calendar 2010	Joe Public, Fourways
Design	Environmental	International Organisation for Migration: Counter Human Trafficking	A Campaign Designed To Drop Sales: Alexandra Township, Hillbrow, School	TBWA\Hunt\Lascais, Johannesburg
Direct Mail	Other	Child Abuse Action Group	Real Monster Mask	Owenkessel, Fourways
Direct Mail	Other	Trellidor Home Security Barriers	Window	Draftfcb Durban
Direct Mail	Other	XBox	Need for Speed?	Y&R South Africa
Integrated	Integrated Campaign	kulula.com Airlines	The Campaign for the "You Know What"	King James, Cape Town
Single Entries				
Print	Photography	The Patisserie	Girls	McCann Erickson, Johannesburg
Print	Photography	The Patisserie	Boys	McCann Erickson, Johannesburg
Print	Product/Service	MWEB Spam Filter	Spam Filter	FoxP2, Cape Town
Campaigns				
Print	Product/Service	HTH	Don't give up	DDB South Africa
Print	Product/Service	Lexus	Handbags	Draftfcb Johannesburg
Print	Product/Service	Masterlock	Puzzles	FoxP2, Cape Town
Print	Product/Service	National Geographic Kids Magazine	Joke of The Universe	FoxP2, Cape Town
Print	Product/Service	Vodacom	Night Creatures	Draftfcb Johannesburg
Print	Product/Service	Volkswagen	Free-thinkers wanted	Ogilvy Cape Town
Print	Product/Service	Volkswagen Crafter	For any business	Ogilvy Cape Town
Print	Public Service	UNICEF	Scary Nights	Y&R South Africa
Single Entries				
Radio	Product/Service	Netsurit	Fantasy Quest	TBWA\Hunt\Lascais-Johannesburg
Campaigns				
Radio	Product/Service	Halls	Free Your Voice	Ogilvy Cape Town
Radio	Product/Service	Kia Motors	Park Assist	Singh & Sons
Radio	Product/Service	Netsurit	Masters Of The Universe	TBWA\Hunt\Lascais-Johannesburg
Radio	Product/Service	Virgin Atlantic Airways	VIP	Y&R South Africa
Single Entries				
Film	Music-Licensed	8.ta Mobile Network	Emoticon Boy	McCann Erickson, Johannesburg

Single Entries				
Out Of Home	Ambient	Brandhouse Drive Dry	Evidence Bags	FoxP2, Cape Town
Out Of Home	Billboard	Endangered Wildlife Trust	Map	Grey South Africa
Campaigns				
Out Of Home	Ambient	International Organisation for Migration: Counter Human Trafficking	Counter Human Trafficking A Campaign Designed To Drop Sales	TBWAIHuntLascaris, Johannesburg
Out Of Home	Poster	Masterlock	Puzzles	FoxP2, Cape Town



2011 D&AD Professional finalists - South African shortlist

Jury	Award Status	Category	Entrant	Title	Client	Brand
Direct	In Book	Art Direction for Direct	TBWAIHuntLascaris Johannesburg	City Lodge 25th Anniversary VHS	City Lodge	City Lodge
Direct	In Book	Direct Response/Ambient	Y&R Johannesburg	Need for Speed?	XBox	XBox 360
Film Advertising Crafts	In Book	Cinematography for Film Advertising	Net#work BBDO (Pty) Ltd.	Fish	Nedbank	Capital
Graphic Design	In Book	Greeting Cards & Invitations	TBWAIHuntLascaris Johannesburg	City Lodge 25th Anniversary VHS	City Lodge	City Lodge
Graphic Design	In Book	Posters (Graphic Design)	The Jupiter Drawing Room South Africa	No.58 / No.36	Hyundai South Africa	I30
Magazine & Newspaper Design	In Book	Magazine Front Covers	The Jupiter Drawing Room South Africa	Design Indaba Superstars Cover	Design Indaba 13	Interactive Africa
Music Videos	Nomination	Music Videos	harry and co	Zef Side	Die Antwoord	Zef side
Outdoor Advertising	In Book	Ambient	Ogilvy Johannesburg	Peepholes	Exclusive Books	Exclusive Books
Outdoor Advertising	Nomination	Ambient	TBWAIHuntLascaris Johannesburg	A Campaign Designed to Drop Sales	Counter Human Trafficking	International Organisation for Migration
Photography	In Book	Photography for Press & Poster Advertising	TBWAIHuntLascaris Johannesburg	Bottle Top / Golf Ball	The Endangered Wildlife Trust (EWT)	The Endangered Wildlife Trust (EWT)
Photography	In Book	Photography for Press & Poster Advertising	TBWAIHuntLascaris Johannesburg	Lighter / Rope	The Endangered Wildlife Trust (EWT)	The Endangered Wildlife Trust (EWT)
Press Advertising	In Book	Press Advertising Campaigns	Ogilvy Cape Town (Pty) Ltd	Dyer Island Conservation Trust / Meledzo Community Organisation / Harvest of Hope / Save the Vaal Environment	BlueMotion	Volkswagen
Press Advertising	In Book	Press Advertising	Lowe Bull (Cape)	Tiananmen Square, Tank	Cape Times	Independent Newspapers
Press Advertising	In Book	Press Advertising	Lowe Bull (Cape)	Goerge Bush, Shoe	Cape Times	Independent Newspapers
Press Advertising	In Book	Press Advertising	Draftfcb South Africa	Green Handbag	Keyless Entry	Lexus
Press Advertising	In Book	Press Advertising	Ogilvy Cape Town (Pty) Ltd	Sell Your Car	Polo	Volkswagen

Press Advertising	In Book	Press Advertising	Draftfcb South Africa	Pink Handbag	Keyless Entry	Lexus
Press Advertising	In Book	Press Advertising	TBWA\Hunt\Lascaris Johannesburg	Golf Ball	The Endangered Wildlife Trust (EWT)	The Endangered Wildlife Trust (EWT)
Press Advertising	Nomination	Press Advertising Campaigns	Ogilvy Cape Town (Pty) Ltd	Wedding / Forest / Suburb	Crafter	Volkswagen South Africa
Radio Advertising	In Book	Radio Advertising over 30 seconds	Net#work BBDO Cape Town	Would You Rather	Mars Foods	Snickers
TV & Cinema Advertising	Nomination	TV Commercials 41-60 seconds	FoxP2 Advertising	Love To Meet You	Brandhouse	Drive Dry Initiative
TV & Cinema Communications	In Book	Multi Platform Branding & Promotions	Ireland Davenport Pty Ltd	The Walking Dead	Fox International Channels and Top TV	The Walking Dead

2011 D&AD Student finalists - South African shortlist

Award	Brief title	Brief description	Brief category	Briefs: Sponsor	Students name	Organisations name
Commendation	Crafts - Illustration	Create an illustrated interpretation of a musical track that is experienced by the viewer in an unconventional and pioneering way	Crafts	Diesel	Jonathan Lavender	Vega, The Brand Communications School
In Book	Advertising - Copywriting	Create a copy-based campaign to promote D&AD's 'refreshed' edition of The CopyBook.	Advertising	D&AD	Albert van Niekerk, Linda Pereira	AAA School of Advertising
Commendation	Advertising - Advertising	Create a campaign to help Aviva get 500,000 children from around the world off the streets and back into education.	Advertising	Aviva	Amori Brits	University of Pretoria
In Book	Crafts - Animation	Create a lead character, with heart and optimism, for a narrative-driven comedy cartoon.	Crafts	The Walt Disney Company	Reinet Herbst	University of Pretoria
Commendation	Advertising - Advertising	Create a campaign to help Aviva get 500,000 children from around the world off the streets and back into education.	Advertising	Aviva	Nadia Lee	University of Pretoria
In Book	Crafts - Animation	Create a lead character, with heart and optimism, for a narrative-driven comedy cartoon.	Crafts	The Walt Disney Company	Heleen Steyn	University of Pretoria
Second	Graphics - Open Graphic	Create a viral movement amongst designers that unbreakably links Arjowiggins Creative Papers with creativity and the creative design process.	Graphics	Arjowiggins Creative Papers	Yannick Pian, Tanya De Jongh, Martin Wagner	Red & Yellow School
In Book	Advertising - Integrated Advertising	Create an integrated campaign driving awareness of the launch of Westfield Stratford City as the new East London shopping destination.	Advertising	Westfield Stratford City	Luke Godfrey, Zoe McLean	Red & Yellow School
In Book	Graphics - Digital Design	Re-design the TASCHEN Magazine for the new breed of multimedia tablet devices.	Graphics	TASCHEN	Yannick Pian, Neil Atkinson, Naomi Freija Bossert	Red & Yellow School

The One Show

Award week	9-15 May 2010, Creative Week New York
Website	www.oneclub.org
Finalists	One Show Design/One Show Interactive
Twitter	@OneShow, @CreativeWeek
Facebook	www.facebook.com/theoneshow

Clio Awards

Awards night	19 May 11
Website	www.clioawards.com
Finalists	Shortlist 2011
Twitter	@CLIOAwards
Facebook	www.facebook.com/CLIOAwards

D&AD Awards

Awards night	16 Jun 11
Website	www.dandad.org
Finalists	Professional and Student

Twitter	@dandad
Facebook	www.facebook.com/group.php?gid=5551464821

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