

Ogilvy's Selinah takes One Show Gold

NEW YORK, US: Last night, Thursday, 12 May 2011, Ogilvy Johannesburg's multiple-award-winning TVC ["Selinah"](#) for The Topsy Foundation won big yet again, this time receiving a Gold Pencil at the 36th annual One Show Awards at the Alice Tully Hall at Lincoln Center, New York City. There were two other Silver Pencils for South Africa, too.



The South African winners

Pencil	Category	Client	Entry title	Agency
Gold	07I: Public Service: Television - Single	Topsy Foundation	Selinah	Ogilvy Johannesburg
Silver	06D: P.O.P and In-store - Campaign	Nestle South Africa	Mom's Secret	JWT Johannesburg
Silver	12A: Non-Broadcast - Single	POWA	Neighbours	Ogilvy Johannesburg

Best of Show was awarded to Wieden+Kennedy for Nike "Write the Future".

Selinah

'Selinah' features the true story of an Aids sufferer who experiences the ravaging effects of her disease being reversed over a period of 90 days through the administration of ARVs. The advert obtained critical acclaim the world over, and most recently won a prestigious Andy Award from the Advertising Club of New York. 'Selinah' was also rated as the 12th most awarded ad in the world in 2010 by the Gunn Report.

"We are thrilled that the work we produced for two such wonderful organisations has been recognised at this level," says Julian Ribeiro, Ogilvy Johannesburg MD. "Both Selinah and the Neighbours campaign are associated with causes that are very close to our heart, and both have shown great staying power over the last 12 months. The gold and silver are truly the cherry on top of a fantastic year."

"To see South African work being recognised at this level is incredibly exciting," adds Fran Luckin, creative director at Ogilvy Johannesburg. "The One Show is notoriously difficult to win, and we are beyond thrilled to have achieved what we did - particularly because the Gold and Silver were awarded for work related to two such worthwhile causes. We are proud that the international community has responded to South African creativity the way it has."

Mom's secret

The insight behind the concept for Nestlé is that when Mom buys a two litre tub of ice cream, the kids (and usually Dad as well) help themselves to the treat, making it harder for Mom to be the so-called "treat gatekeeper".

This problem was solved with the "hidey cover thingy majingy"- for each two-litre tub of NestléCountry Fresh she bought, she received a free cardboard sleeve. When pulled over the tub of ice cream, the sleeve turns it into something no kid will ever be interested in - a range of three extremely unappealing but believable food dishes: 'Mom's Brussel Sprouts with Garlic', 'Mom's Liver Gravy with Onion' and 'Mom's Cauliflower with Sour Cream'.

Comments JWT Johannesburg MD Judy van Dam: "We are absolutely thrilled with our Pencil and pass on our congratulations to the Nestlé team."

"Winning a One Show Pencil is a big thing. Only two South African agencies managed to win Pencils this year. It's really good to be one of them," says Ben du Plessis, JWT ECD.

For all the winners, see the [complete list](#).

The One Show	
Award week	9-15 May 2010, Creative Week New York
Website	www.oneclub.org
Finalists	One Show Design/One Show Interactive
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