

All the Creative Circle monthly winners: May 2018

Judging for the Creative Circle's monthly awards for May 2018 took place at Promise Agency in Johannesburg on 28 June 2018, with the winners announced that evening.



The Creative Circle's May 2018 judges, at Promise Agency, Johannesburg.

The Creative Circle represents advertising and design agencies, and only Creative Circle members are eligible to enter the awards. All monthly winners are shortlisted for the Annual Awards that will take place in March 2019.

Jury president duties were shared by ECD and co-founder of Promise, Marc Watson, and consulting ECD for Black River FC, Bridget Johnson.

Johnson said of the experience:

“ As a judges collective, there was a lot of passion for cause-related work that was sensitive to society as whole, which I found interesting. What I love especially about the younger creatives is how they are passionate with a purpose and very generous with their thoughts, feelings and feedback of all the work entered. ”

The other 10 members of the jury constituted a mix of senior and junior creatives from Creative Circle member agencies, allowing the judging process to act as a training ground for up-and-coming South African creatives to learn how to evaluate work.

The May 2018 Creative Circle judging panel

- Seth Beukes, art director, Bain & Kunkell
- Lerato Moagi, designer, JWT Johannesburg
- Khanyi Mpumlwana, copywriter, FCB Johannesburg
- Ntando Msibi, creative group head, The Odd Number
- Hosana Mthembi, senior designer, Ogilvy Johannesburg
- Chiedza Quinchette, senior copywriter, Avatar
- Sunshine Shibambo, managing creative director, Cheri Yase Kasi
- Ntokozo Tshabalala, group head, TBWA Johannesburg

- Donovan White, lead digital sStrategist, VML South Africa
- Sunet Willsemse, creative director, Publicis Machine Johannesburg

Categories included Radio & Audio; Out of Home; Print; Digital & Interactive; Live Communications, Communication Design; Integrated and Film. Not all categories placed winners.

Radio & Audio

3rd: Grey Johannesburg for the JHB Pets' 'Live Longer, Cryogenics, Human Growth Hormone, Colonic' campaign

2nd: Grey Johannesburg for the Duracell 'Times Change, Power Still Doesn't, Black Mirror, Petrol, Moore's Law' campaign

1st: No award

The radio category was sponsored by the Primedia Group Radio.

Out of Home (OOH)

3rd: No award

2nd: No award

1st: Duke Advertising for Garagista's 'A beer to sell a brewery'

Print

3rd: TBWA\Hunt\Lascaris for Apartheid Museum's 'Old South Africa Flag, Police Brutality, Segregation' campaign

2nd: No award

1st: FoxP2 Lab for National Geographic Kids' 'Life beyond the logo, Red Bull, Puma, Angry Birds' campaign

Digital & Interactive

3rd: No award

2nd: FoxP2 Lab for Camelthorn Beer's #ReallyNamBeer

1st: VML South Africa for American Swiss, The Foschini Group 'Drop The Hint'

Live Communications

3rd: No award

2nd: King James Group for The Chaeli Campaign's 'Bet Chaeli Can't'

1st: Ogilvy Cape Town for Unilever's 'The Omo Book of Dirt'

Communication Design

3rd: Promise Group for Promise's 'Sharpen your pencils'

2nd: Promise Group for Rand Merchant Bank's 'Think Bench'

1st: FCB Johannesburg for South African Tourism's 'Africa's Travel Indaba'

Integrated

3rd: No award

2nd: VML South Africa for Cipla 'Bronki Boosters'

1st: No award

Film

3rd: Ogilvy Cape Town for Volkswagen's 'The Learner'

2nd: Joe Public United for Chicken Licken's 'Sbu 2.0'

1st: NetworkBBDO for Mercedes Benz' 'Return to Chapman's Peak'



Creative Circle announces March and April winners

1 Jun 2018



ABIn Bev and Liberty Group SA support the Creative Circle Awards. Entries for work flighted between June and August 2018 will be open between 3 and 10 September, with judging on 27 September at Havas, Johannesburg.

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