

South Africans win big at the Clio's

Miami Beach, Florida, USA - An Innovative Media entry for Adidas created by TBWA\Japan and Internet entry by Tokyo's NEC Media Products walked off with a Grand Clio each for Best of Show at the International Clio Awards' Print, Design, Internet and Innovative Media Awards Gala. Wieden & Kennedy New York took the Grand Clio for a Sega/ESPN campaign in the new Content & Contact category at a dedicated ceremony last night.

Local creatives did South Africa proud by winning a slew of awards. Net#work BBDO was awarded one gold, two silver and three bronze Clios across the categories of Innovative Media, Print and Poster, Television and Integrated Campaigns for their clients' brands: Astra, Suzuki, Corsa Lite and Virgin Atlantic. According to Deputy Creative Director, Julian Watt: "South African creativity is a strong contender in the international arena. It is great to see this coming through - especially in the major awards shows such as The Clios."

Daddy buy me a pony, the Creative Unit of the 9November Union, won a Gold Clio for their Afro Magazine Design work. This brings 9November's awards total in just one week to three Gold awards: one Clio's and two Golds at the One Show Awards.

Also scoring gold for SA were: Herdbuoys McCann-Erickson, Johannesburg for Health Care Services in the Print category; and Saatchi & Saatchi, Cape Town for Osram – Iris Package Design in the Design category.

The Content & Contact category, the new award category for the Clio Awards Festival, is the first of its kind to recognize innovation through the effective marriage of breakthrough creative and contact with consumers by virtue, Wieden & Kennedy New York's Innovative Media campaign for Sega/ESPN is the first to scoop up a gold and the Grand Clio. The other gold in this category - an entry must win a gold to be eligible for the Grand Clio - was awarded to TBWA\Japan's Adidas campaign, the Grand Clio winner in Innovative Media.

The Clio Awards are the globe's most recognized international advertising awards competition. Founded in 1959 to celebrate creative excellence in advertising, Clio inspires and pays tribute to one of the most interesting and influential art forms in modern culture.

Known for its world-class juries, the Clio Awards focus on creative work in the fields of advertising and design, specifically in the areas of TV, Print, Outdoor, Radio, Integrated Campaign, Innovative Media, Internet, Design and Student work. Clio also serves the global design and advertising communities through its annual conference, festival, publication, newsletter and screenings of winning work.

In the Print & Poster competition, which also includes Billboard, the Print & Poster Jury, co-chaired by South Africa's Mike Schalit, Executive Creative Director for Net#work BBDO, Johannesburg and Kirk Souder, President & Executive Creative

for Publicis Hal Riney, San Francisco, awarded 16 gold, 25 silvers and 87 bronzes. In Integrated Media it awarded one gold statue, no silver and two bronzes; and in Innovative Media it awarded four gold, three silvers and 12 bronzes. In addition, they conferred one gold (Miami Ad School/San Francisco), two silvers and two bronzes in the Student category.

In the Print Public Service Campaign sub-category, gold statues were awarded to Jung von Matt AG for Der Kleine Nazareno (a project to help street children in Brazil), McCann Ericson/Madrid for Doctors without Borders, and AlmapBBDO/São Paulo for the Eye Care Foundation.

The Design Jury, chaired by Marc Gobé, President/Executive Director of Desgrippes Gobé & Associates, New York, awarded four gold Clios: Afro Magazine/9November, Cape Town for editorial design, Osram-Iris/Saatchi & Saatchi, Cape Town and Converse Shoe Boxes/Sandstrom Design, Portland for package design, and Blush Lingerie/Scholz & Friends, Berlin for point-of-purchase.

The Internet gold awards went to NEC Media Products, Tokyo for artistic technique in designing a web site for the NEC Ecotonoha Project (also the Grand Clio winner for this category); to Goodby, Silverstein & Partners, San Francisco, for banner ads for Discover Card; and to Framfab, Copenhagen, for an e-commerce site for Nike.

2004 special recognition winners:

Advertiser of the Year: IKEA

Agency of the Year: DDB Chicago

Agency Network of the Year: DDB Worldwide

Lifetime Achievement Award: Lee Clow

A complete list of Clio Print, Design, Internet & Innovative Media and Content & Contact winners can be found at www.clioawards.com.

All the South African winners:

TV/CINEMA

Award: **Bronze**

Category: Campaign

Advertiser/Product: Amy Biehl Foundation Trust

Title: Tebogo

Title: Thomas

Title: Thomas Returns

Advertising Agency: Saatchi & Saatchi, Cape Town

Production Company: Ground Glass, Cape Town

Editing Company: Priest, Cape Town

Agency Producer: Lee-Anne Jacobz

Account Executive: Ian Young

Creative Director: Conn Bertish

Copywriter: Conn Bertish, Slade Gill, Razia Essack, Mark Mason

Art Director: Mark Mason, Slade Gill, Razia Essack, Conn Bertish

Producer: Jeannette de Villiers

Director: Ryan Haidairian

Cinematographer: Clive Levin

Editor: Eugenie Tankred

Award: **Bronze**

Category: Cinematography

Advertiser/Product: Investec Private Bank

Title: Fork

Advertising Agency: Citigate Albert Frank, London

Production Company: Suburban Films, Cape Town

Editing Company: Flying Films, Cape Town

Animation Company: The Refinery, Cape Town

Agency Producer: Alexis Roberts

Creative Director: Paul Anderson

Producer: Linda Notelovitz

Director: Miles Goodall

Cinematographer: Miles Goodall

Editor: Isa Jacobson

Animator: Hilton Treves

Award: **Bronze**

Category: Music-Original

Advertiser/Product: SABC 1

Title: PF Jones

Advertising Agency: TBWA Hunt Lascaris, Johannesburg

Production Company: Egg Films, Johannesburg

Music Company: Groove Machine, Johannesburg

Sound Design Company: Sonovision, Johannesburg

Animation Company: Tenant McKay, Johannesburg

Agency Producer: Jo Barber

Account Executive: Sharlene Lipner

Creative Director: Sandra de Witt

Copywriter: Festus Masekwameng, Camilla Herberstein

Art Director: Nicholas Perreira, Camilla Herberstein

Producer: Jon Ronbeck

Director: Lawrence Hamburger

Cinematographer: Denzil Armour-Brown

Editor: Adam Jenkins

Composer: Dave "D-Rex" Campos

Sound Designer: Paul Baxter

Award: **Bronze**

Category: Music-Original

Advertiser/Product: Tiger Brands - Purify Baby Food

Title: Boy Story

Advertising Agency: TBWA Hunt Lascaris, Johannesburg

Production Company: Velocity Afrika, Johannesburg

Music Company: Robroy Music, Johannesburg

Agency Producer: Jacqui Pearson

Account Executive: Yvonne Dow, Liat Cederbaum

Creative Director: Theo Ferreira, Sue Anderson

Copywriter: Jenny Glover

Art Director: Bibi Lotter

Producer: Helena Woodfine

Director: Greg Gray

Cinematographer: Clive de Klerk

Editor: Ricky Boyd

Composer: Rob Schroder

Award: **Hall Of Fame**

Advertiser/Product: BMW 318i

Title: Mouse

Advertising Agency: TBWA Hunt Lascaris, Johannesburg

Production Company: Velocity Films, Johannesburg

Editing Company: Lizard, Johannesburg

Agency Producer: Guia Lacomini

Account Executive: Mark Rouwland

Creative Director: John Hunt

Copywriter: Matthew Bull

Art Director: Tony Granger

Producer: Howard Bulkin, Barry Munchik

Director: Keith Rose

Cinematographer: Keith Rose

Editor: Guy Spillar

Award: **Bronze**

Category: Automotive

Advertiser/Product: Opel Astra

Title: Safety

Advertising Agency: Network BBDO, Johannesburg

Production Company: Velocity Afrika, Johannesburg

Editing Company: Cut & Paste, Johannesburg

Music Company: Alan Richards, Johannesburg

Sound Design Company: Alan Richards, Johannesburg

Agency Producer: Lisa Jaffee

Account Executive: Abdulla Miya

Creative Director: Mike Schalit

Copywriter: Mike Schalit

Art Director: Julian Watt

Producer: Richard Williams

Director: Keith Rose

Cinematographer: Allard De Smit

Editor: Willie Saayman

Composer: Alan Richards

RADIO

Award: **Bronze**

Category: Campaign

Advertiser/Product: SABC 2 - Saturday Night Movies

Title: The Law

Title: Not Bad

Title: Whupass

Advertising Agency: TBWA Hunt Lascaris, Johannesburg

Agency Producer: Prenneven Govender

Account Executive: Winston Maimane, Sharlene Lipner

Creative Director: Cathy Thomson

Copywriter: Avital Pinchevsky, Peter Khoury

Audio Engineer: Paul Baxter

PRINT

Award: **Gold**

Category: Health Care Services

Advertiser/Product: Smokenders

Title: Boer

Advertising Agency: Herdbuoys McCann-Erickson, Johannesburg

Photography Studio: Clive Stewart Photography, Johannesburg

Creative Director: Kamal Gangaram

Copywriter: Brent Leibenberg

Art Director: Kamal Gangaram

Photographer: Clive Stewart

Award: **Silver**

Category: Automotive

Advertiser/Product: Harley-Davidson Rentals

Title: Tattoo

Advertising Agency: Ogilvy & Mather RS-T&M, Johannesburg

Account Executive: Kerry Taoushiani

Creative Director: Gerry Human

Copywriter: Neil Ross

Art Director: Mike Groenewald

Production Manager: Hilary Simpson

Photographer: David Prior

Typographer: Mike Groenewald

Award: **Silver**

Category: Dot Com Advertising

Advertiser/Product: LeftHander.com

Title: Smudged Writing

Advertising Agency: TBWA Hunt Lascaris, Johannesburg

Creative Director: Sue Anderson, Theo Ferreira

Copywriter: Nicola Tangney

Art Director: Nicola Tangney

Production Manager: Sherrol Doyle-Swallow

Illustrator: Nicola Tangney

Typographer: Bruce Anderson

Award: **Silver**

Category: Public Service

Advertiser/Product: People Opposing Women Abuse

Title: Force

Advertising Agency: Lowe Bull, Johannesburg

Photography Studio: Clive Stewart Photography, Johannesburg

Account Executive: Ursula Liebenberg

Creative Director: Rob McLennan

Copywriter: Xander Smith

Art Director: Gareth Lessing

Production Manager: Helga Loser, Marion Neill

Photographer: Clive Stewart

Typographer: Gareth Lessing

Award: **Silver**

Category: Campaign

Advertiser/Product: Virgin Atlantic
Title: Stories About My Grandchildren
Advertising Agency: Net#work BBDO, Johannesburg
Account Executive: Joy Turnbull
Creative Director: Mike Schalit
Copywriter: John Davenport
Art Director: Philip Ireland
Production Manager: Clinton Mitri
Photographer: Kim Steele, Lawrence Lawry

Award: **Bronze**
Category: Automotive
Advertiser/Product: Delta Motor Corporation - Opel
Title: Smoke
Advertising Agency: Net#work BBDO, Johannesburg
Photography Studio: Clive Stewart Photography, Johannesburg
Account Executive: Jason Slinger
Creative Director: Mike Schalit
Copywriter: David Selikow
Art Director: Tom Cullinan
Production Manager: Clinton Mitri
Photographer: Clive Stewart
Typographer: Tom Cullinan

Award: **Bronze**
Category: Home Products
Advertiser/Product: Dulux
Title: Namaqualand
Advertising Agency: Lowe Bull, Johannesburg
Photography Studio: Clive Stewart Photography, Johannesburg
Account Executive: Terry Hodgson
Creative Director: Rob McLennan
Copywriter: Mbulelo Nhlapo
Art Director: Troy Palmer
Production Manager: Helga Loser, Marion Neill
Photographer: Clive Stewart
Typographer: Troy Palmer

Award: **Bronze**
Category: Recreational Items
Advertiser/Product: Sony PlayStation 2
Title: Grand Theft Auto
Advertising Agency: TBWA Hunt Lascaris, Johannesburg
Photography Studio: David Prior Studios, Johannesburg
Account Executive: Paul Binekoss
Creative Director: Paul Warner
Copywriter: Brent Singer
Art Director: Brent Singer
Production Manager: Sherrol Doyle-Swallow
Photographer: David Prior
Typographer: Brent Singer

Award: **Bronze**

Category: Campaign

Advertiser/Product: Smokenders

Title: Boer

Advertising Agency: Herdbuoys McCann-Erickson, Johannesburg

Account Executive: Philippa Wilson

Creative Director: Kamal Gangaram

Copywriter: Brent Leibenberg

Art Director: Kamal Gangaram

Photographer: Clive Stewart

POSTER/BILLBOARD

Award: **Silver**

Category: Campaign

Advertiser/Product: Virgin Atlantic

Title: Stories About My Grandchildren

Advertising Agency: Net#work BBDO, Johannesburg

Account Executive: Joy Turnbull

Creative Director: Mike Schalit

Copywriter: John Davenport

Art Director: Philip Ireland

Production Manager: Tiekie Barnard

Photographer: Kim Steele, Lawrence Lawry

Award: **Bronze**

Category: Automotive

Advertiser/Product: Harley-Davidson Rentals

Title: Tattoo

Advertising Agency: Ogilvy & Mather RS-T&M, Johannesburg

Account Executive: Kerry Taoushiani

Creative Director: Gerry Human

Copywriter: Neil Ross

Art Director: Mike Groenewald

Production Manager: Hilary Simpson

Photographer: David Prior

Typographer: Mike Groenewald

INNOVATIVE MEDIA

Award: **Gold**

Category: Automotive

Advertiser/Product: Suzuki

Title: Off Screen

Advertising Agency: Net#work BBDO, Johannesburg

Account Executive: Jason Slinger

Creative Director: Mike Schalit

Copywriter: John Davenport

Art Director: Philip Ireland

INTEGRATED CAMPAIGN

Award: **Bronze**

Category: Integrated Campaign

Advertiser/Product: Opel Corsa Lite - Raj Bros.

Advertising Agency: Network BBDO, Johannesburg

Production Company: Shape Interactive, Johannesburg

Editing Company: Shape Interactive, Johannesburg

Music Company: The Raj Bros.

Animation Company: Shape Interactive, Johannesburg

Recording Studio: Refinery

WWW Developer: Gareth Paul

Agency Producer: Caroline Switala

Account Executive: Andrew Schonborn

Creative Director: Mike Schalit

Copywriter: Brad Reilly

Art Director: Graeme Jenner

Producer: Caroline Switala

Director: Dave Hillier

Editor: Dave Hillier

Animator: Shape Interactive

Sound Designer: Dave Harris

Audio Engineer: Dave Harris

2004 DESIGN WINNERS

Award: **Gold**

Category: Editorial Design

Advertiser/Product: Afro Magazine

Design Company: Daddy Buy Me A Pony, Cape Town

Advertising Agency: 9November Union, Cape Town

Manufacturer: Afro Magazine, Cape Town

Printer: Van Riebeeck Press, Cape Town

Account Executive: Charl Nel

Creative Director: Peet Pienaar

Art Director: Peet Pienaar, Heidi Chisholm

Production Manager: Lizanne Owen

Designer: Peet Pienaar, Heidi Chisholm

Illustrator: Peet Pienaar

Typographer: Peet Pienaar, Heidi Chisholm

Award: **Gold**

Category: Package Design

Advertiser/Product: Osram - Iris

Design Company: Saatchi & Saatchi, Cape Town

Advertising Agency: Saatchi & Saatchi, Cape Town

Manufacturer: Saatchi & Saatchi, Cape Town

Printer: FA Print, Cape Town

Account Executive: Kim Esksteen

Creative Director: Conn Bertish

Copywriter: Slade Gill, Prabashan Pather

Art Director: Rikus Ferreira, Mark Mason

Production Manager: Nathan Wolhuter

Designer: Rikus Ferreira

Typographer: Rikus Ferreira

Source: www.clioawards.com

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