

Creative Circle results for January 2011

The results of the Creative Circle judging for January 2011 are in but, according to chairperson Justin Gomes of FoxP2, the pickings were slim in the majority of categories, considering the looming Cannes deadline.



Category		January 2011
Print	1.	Volkswagen/Blue Motion Camp. "Save the Vaal Environment/Dyer Island Conservation Trust/Harvest of Hope/Mwedzo Community Org." - Ogilvy Cape Town
	2.	Avis/Luxury Car Rental "Reunion" - Ireland/Davenport
	3.	Allan Gray "Waity Katy" - KingJames
Ambient/outdoor	1.	Volkswagen/Golf 6 "Marching Band" - Ogilvy Cape Town
	2.	Distell/Hunter's Cider "Snow Globe" - Net#work BBDO Cape Town
TV/cinema	1	Nando's/Mkhulu Boss Meal "Nando's Ceo" - Black River FC
	2.	Kalhari.net "Art Class" - JWT Cape Town
Radio	1.	Toyota/Hilux Man Up "Bedtime Story" - Drafftcb Johannesburg
	2.	Galderma/Bernzac "Brad" - Net#work BBDO Johannesburg
	3.	The Johannesburg Planetarium "It's a Big Universe" - Ireland/Davenport
	3.	Bang & Olufsen/Speakers "Blues" - TBWA\Hunt\Lascares Johannesburg

January 2011 judges	
Justin Gomes, FoxP2 (chairperson)	
Chris Gotz, Ogilvy	
Conn Bertish, JWT	
Clinton Bridgeford, Y&R	
Jonathan Beggs, TJDR	
Livio Tronchin, Derrick	
Kirk Gainsford, Lowe Bull	
PJ Kensley, Singh & Son	
Francois de Villiers, Drafftcb	
Alexis Beckett, Net#work BBDO	
Devin Kennedy, KingJames	

Category		January 2011 chair comments
General		Slim pickings in the majority of categories, considering the looming Cannes deadline. Judges struggled to find three winners in each category, but the winners were clear-cut. Good to see the agencies putting effort into the AVs for the Ambient/Outdoor category. TBWA Chiat Day's Gatorade Replay AV set the standards last year, with the Pink Pony Party AV following close behind this year.
		In the radio category, single executions were picked out from within campaigns for both first and second place. On the radio front, a lot of really drawn-out one-minuters which struggled to hold the judges' attention.
		In the print category, the VW Ad Donation campaign stood out, while TV was generally poor this month.
		Good luck to all the agencies for the upcoming awards season - keep pushing, there's gold in them hills. Or a finalist, at least.

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