

The Creative Circle monthly winners for June to August 2018

The winners for the Creative Circle Monthly Awards, for work flighted between June and August this year, were announced as part of the official opening of Havas Johannesburg's new offices in Rosebank.

The duties of jury president were shared by Brett Morris, CEO of FCB and Fiona O'Connor, joint-ECD of host agency Havas Johannesburg.

“ Today's judging was interesting due to a considerable amount of blurring between traditionally clear categories which are no longer as defined as they used to be. The debate around what fits where in today's creative categories was really lively and left the panel with something to think about regarding the future of judging for industry awards. – O'Connor ”

The jury constituted a combination of senior and junior creatives from Creative Circle member agencies, allowing the judging process to act as an all-important training ground for up-and-coming South African creatives.



Front row from left to right: Alettie Marx, Palesa Motiki and Brett Morris

Back row from left to right: Estee Grobler, Fiona O'Connor, Tim Bekerling, Assaf Levy, Nikki Taylor, Maxine Twaddle, Grant Sithole and Ronald Mabe

The panel included:

- Tim Bekerling, Creative Director, Net#work BBDO
- Estee Grobler, senior creative, Etiket
- Reece Iver, creative group head: Art Direction, The Niche Guys
- Assaf Levy, creative director, Joe Public
- Ronald Mabe, art director, M&C Saatchi Abel Johannesburg
- Alettie Marx, creative head, JWT Johannesburg
- Palesa Motiki, copywriter, Ogilvy Johannesburg
- Grant Sithole, chief creative officer, Avatar
- Nikki Taylor, creative director, TBWA Hunt Lascaris Johannesburg
- Maxine Twaddle, copywriter, Grey

The categories judged were: Communication Design; Integrated Campaign; Digital and Interactive Communication; Film; Live Communication; Radio; Print; Out of Home; and PR and Media Communication. Not all categories placed winners.

All the monthly award winners for June to August 2018 are listed in the tables below. All winning work can be viewed on CreativeCircle.co.za.

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.

Entries for work flighted in September and October 2018 will be open between 5 and 12 November with judging taking place on 29 November at FoxP2 in Cape Town.

June 2018

Category	Entry Agency	Prize	Brand	Title
Communication Design	Grid Worldwide	First	Yellow Pages	Don't search, find
Communication Design	Joe Public Shift	Second	Boerenmeisje Onderklere	Boerenmeisje
Communication Design	34°	Third	South African Depression and Anxiety Group	Everyday Colours
Digital & Interactive	Ogilvy Cape Town	Second	Volkswagen	#Marco #Polo
Digital & Interactive	Publicis	Third	Mercedes-Benz	#ThereGoesTheNeighbourhood
Print	FCB Durban	Second	Independent Media	Afrikaans
Print	King James II	Third	Allan Gray	New Money
Film	King James II	First	Allan Gray	Father's Share
Film	Ogilvy Johannesburg	Second	Philips & The Nelson Mandela Foundation	#ShaveToRemember
Film	Grid Worldwide	Third	FNB	The Helpers
Out of Home	Joe Public	First	GreatStock	The Anthology of Great(stock) Poetry
Out of Home	King James II	Third	Allan Gray	Times Change
Radio	King James Group	First	Sanlam	Lives of Grace
Radio	Joe Public	Second	Joe Public United	Louise
Radio	King James II	Third	Allan Gray	Not Sexy

July 2018

Category	Entry Agency	Prize	Brand	Title
Print	King James II	Third	Allan Gray	Throw Time
Film	Ogilvy Johannesburg	Second	AbInBev	More Than That
Film	TBWA Hunt Lascaris Johannesburg	Third	MTN SA	Os Du Randt
Out of Home	Grid Worldwide	Third	Absa	The Drone Show
Radio	Joe Public United	Third	Chicken Licken	Catch It

August 2018

Category	Entry Agency	Prize	Brand	Title
Communication Design	Grid Worldwide	First	Saint	Saint - Pazzo Italiano
Communication Design	34°	Third	MFM	Koning
Digital & Interactive	Digitas Liquorice	Third	Unilever	Leave No Food Behind
Print	Joe Public United	Second	One School at a Time	Crime
Print	BC2018 (Brave Cullinan Colab)	Third	Cliff Central	Sisulu/Mandela/Tambo
Film	TBWA Hunt Lascaris Johannesburg	Second	MTN SA	Kenny G
Film	TBWA Hunt Lascaris Johannesburg	Third	MTN SA	Steve Tshwete
Radio	Joe Public United	Third	Chicken Licken	The Pronunciation Song



All the Creative Circle monthly winners: May 2018

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