

Loerie Creative Advertising Awards



By [Louise Marsland](#)

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And so it was time for the Big One... a reformatted Loerie Creative Advertising Awards yielded two Grand Prix Loeries, just 12 Gold Loeries, 37 Silver and 64 Bronze. In examples of stunning work, Net#work BBDO took a Grand Prix for the Virgins Poster campaign; and TBWA Hunt Lascaris took their Grand Prix for the SABC 1 ad.

Golds went to the bigger agencies with TBWA Hunt Lascaris clinching four; Net#work BBDO (3); Ogilvy South Africa (3); Lowe Bull Johannesburg (1); FCB Johannesburg (1).

The new format this year for the main Loerie Creative Advertising Awards, included bronze Loeries for the first time, as requested by the industry, and as a result, judges indicated that standards were high this year in achieving a gold, with the ultimate accolade, the Grand Prix Loerie, the crowing glory.

International judge and chair of the Loerie judging panel, Tony Davidson, Creative Director of Wieden+Kennedy UK, said traits in work judged fell into a 'familiar' category, and this was unfortunately, a trend globally. "The ad industry needs to look at itself and restructure. It really hasn't changed in decades. You need to think about a client problem and how to solve it... with more than a traditional media campaign... we are not just up against other media campaigns any longer... now you are up against everything out there."

He paid tribute to the work that achieved gold this year, saying: "If you get a gold Loerie this year, you should be really proud. By introducing Bronze Loeries, we're trying to raise standards and there are many more silvers and bronzes this year as a result. Think of your silvers as 'last year's gold', and the Grand Prix as really special!"

Well, this was the main event of the Loeries Festival - the reason there is a Loerie. In a markedly pared down ceremony - with a sponsors' beer gracing the tables as the only decoration and the excellent ad work, the only entertainment on the night - presenters Peter Ndoro and the evergreen Michelle McClean and her collection of frocks, raced through the awards in three hours before dinner was served, eventually ending at 10.30pm. This meant that the crowd wasn't as rowdy as usual and circumvented any drunken antics on stage!

Despite industry requests, the Marketing Federation of SA Board Chair, Jabu Mabuza, did speak (after castigating the industry at the Loeries 2003 for its lack of transformation), but with a far more conciliatory tone this year round. His mission it seemed, was to buffer MFSA CEO, Mpho Makwana, and publicly state that he had the support of the whole MFSA Board in the current process of transformation, including the transformation of the organization which has resulted in retrenchments and recent negative publicity.

But, he also thanked the creative community for the progress made towards BEE transformation in the industry over the past 17 months. The spotlight now focuses on the marketing community at the next parliamentary hearings on 19 October 2004.

The awards on Sunday night, rewarded work in the following categories of advertising: TV; radio; cinema; newspapers; magazines; posters; out-of-home; and Student.

In the Student categories, three gold Loeries were awarded, four silver and nine bronze. The Triple AAA School of Advertising was the clear winner here.

Grand Prix

MEDIA PROMOTIONS

Gold

Entrant: TBWA Hunt Lascaris

Advertiser: SABC

Product: SABC 1

Title: PF Jones

Person to Collect Award: Festus Masekwameng

Creative Director: Sandra de Witt

Art Director: Nicholas Perreira

Scriptwriter: Festus Masekwameng

Agency Producer: Jo Barber

Production Company: Egg Films

Director: Lawrence Hamburger

Cinematographer: Denzil Armour-Brown

Producer: Jon Ronbeck

Post Production: Final Cut

Editor: Adam Jenkins

Sound Editor: Paul Baxter

Music Composer: D-Rex (Dave Campos)

FILM (TELEVISION & CINEMA)

Silver

Entrant: Net#work BBDO

Advertiser: Virgin

Product: Inflight entertainment

Title: Movie Posters

Person to Collect Award: Phil Ireland and John Davenport

Reproduction House: Beith

CAMPAIGN

FILM (TELEVISION & CINEMA)

Gold

Entrant: Ogilvy South Africa

Advertiser: Multichoice
Product: Channel O
Title: Uncolonised
Person to Collect Award: Zwelakhe Tshabangu/Thabo Seseane
Production Company: Picture Tree

Gold

Entrant: Net#work BBDO
Advertiser: Chicken Licken
Product: Brand
Title: Beauty Queen, Limp Afro, Sad
Person to Collect Award: Julian Watt, Annette Nel
Production Company: Egg

Gold

Entrant: TBWA Hunt Lascaris
Advertiser: Sasol
Product: Corporate
Title: Milk, Fabric, Plate
Person to Collect Award: Peter Khoury, George Low
Production Company: Velocity Films
Reproduction House: The Refinery

Bronze

Entrant: Net#work BBDO
Advertiser: General Motors South Africa
Product: Corsa Lite
Title: Mothman, Kismiss in July, Shendern
Person to Collect Award: Brad and Graeme
Production Company: Shape Interactive

Bronze

Entrant: The Jupiter Drawing Room
Advertiser: MTV
Product: Crazy Monkey
Title: Blindfold/ Nature/ Mermaid
Person to Collect Award: Graham Warsop
Production Company: Terraplane
Reproduction House: Terraplane

PRINT (NEWSPAPERS & MAGAZINES)

Gold

Entrant: Lowe Bull Johannesburg
Advertiser: Lowe Bull
Product: Hospice
Title: Flower, Bed, School Book, Couch

Person to Collect Award: Rob McLennan & Gareth Lessing
Production Company: Beith
Reproduction House: Beith

Silver

Entrant: Herdbuoys McCann-Erickson
Advertiser: Smokenders
Product: Smokenders
Title: Live to See It
Person to Collect Award: Mike Ellman-Brown/Kamal Gangaram/Brent Leibenberg
Production Company: Hue Grey
Reproduction House: Hue Grey

Silver

Entrant: FCB Johannesburg
Advertiser: Classic FM
Product: Radio Station
Title: Mozart / Beethoven / Vivaldi
Person to Collect Award: Mike Barnwell
Reproduction House: Finset

Silver

Entrant: Net#work BBDO
Advertiser: Virgin
Product: Inflight entertainment
Title: Movie Posters
Person to Collect Award: Phil Ireland and John Davenport
Reproduction House: Beith

Bronze

Entrant: The Jupiter Drawing Room
Advertiser: Men United Against Abuse
Product: Ritual Circumcision Awareness
Title: Lucky One/ Flinch/ Wrap
Person to Collect Award: Justin Dodd, Rohan Reddy
Reproduction House: Colour Curve

Bronze

Entrant: Net#work BBDO
Advertiser: SABC
Product: RSG at the KKNK
Title: Intelligent Life
Person to Collect Award: Mariana O'Kelly & Annette Nel
Production Company: Beith Digital
Reproduction House: Beith Digital

RADIO

Silver

Entrant: Net#work BBDO

Advertiser: General Motors South Africa

Product: Opel Corsa Lite

Title: Subliminal, See Spot Run, Restraining Order, VAT

Person to Collect Award: Brad and Graeme

Production Company: Frequency Audio

Silver

Entrant: Lowe Bull Johannesburg

Advertiser: Lever Ponds

Product: Axe

Title: Dairy, Jewish & Washing Machine

Person to Collect Award: Gareth Lessing & Xander Smith

Production Company: Sonovision

Bronze

Entrant: Ogilvy South Africa

Advertiser: Multichoice

Product: M Net

Title: No Ad Breaks

Person to Collect Award: Trevor Sacks

Production Company: Audio Arts

Bronze

Entrant: Red Nail

Advertiser: Namibian Breweries

Product: Becks Beer

Title: Single/married/Lonely

Person to Collect Award: Patrick Robertson/Nicci Nel

Production Company: Sonic Factory

Bronze

Entrant: FCB Johannesburg

Advertiser: Toyota SA

Product: Tazz

Title: "Voice-over" / "Seminar" / "Telepathy"

Person to Collect Award: Brett Morris

Production Company: Sonovision Studios

POSTERS/OUTDOOR

Gold

Entrant: Ogilvy South Africa

Advertiser: Parmalat South Africa

Product: Everfresh

Title: Jackson 5 / 8 Track Cassette / Rhodesia
Person to Collect Award: Michael Lees-Rolfe / Jake Bester
Reproduction House: Ogilvy Cape Town Repro

Gold

Entrant: Net#work BBDO
Advertiser: Virgin
Product: Inflight entertainment
Title: Movie posters
Person to Collect Award: Phil Ireland and John Davenport
Reproduction House: Beith

Silver

Entrant: TBWA Gavin Reddy
Advertiser: Apartheid Museum
Product: Apartheid Museum
Title: Live at the Apartheid Museum
Person to Collect Award: Minky Stapleton/Felix Kessel
Reproduction House: Apartheid Museum

Bronze

Entrant: FCB Johannesburg
Advertiser: Classic FM
Product: Radio Station
Title: Mozart, Beethoven, Vivaldi
Person to Collect Award: Mike Barnwell
Reproduction House: Finset

Bronze

Entrant: Lowe Bull Johannesburg
Advertiser: Getaway
Product: Getaway
Title: Ocean View, Mountain View, Forest View
Person to Collect Award: Andre Vrdoljak
Reproduction House: Beith

Bronze

Entrant: Lowe Bull Johannesburg
Advertiser: Lowe Bull
Product: Hospice
Title: Flower, Bed, School Book, Couch
Person to Collect Award: Rob McLennan & Gareth Lessing
Production Company: Beith
Reproduction House: Beith

Bronze

Entrant: Ogilvy South Africa
Advertiser: Map Studio
Product: Map Studio
Title: You are Here
Person to Collect Award: Karin Barry
Production Company: Beith

Bronze

Entrant: Net#work BBDO
Advertiser: Simba
Product: Ghost Pops
Title: Lady/Girl/Twins
Person to Collect Award: Marion Bryan, Asheen Naidu
Reproduction House: Beith Digital

MIXED MEDIA

Silver

Entrant: Net#work BBDO
Advertiser: General Motors
Product: Corsa Lite "Raj"
Title: 3 Radio, 2 TV, Website,
Person to Collect Award: Brad and Graeme

Bronze

Entrant: The Jupiter Drawing Room
Advertiser: DaimlerChrysler
Product: Smart Car
Title: Smart Launch Campaign
Person to Collect Award: Christan Boshoff, Graham Warsop
Production Company: The Picture Tree
Reproduction House: Colour Curve

Bronze

Entrant: TBWA Hunt Lascaris
Advertiser: NANDOS
Product: N.A.N.D.O.S
Title: Elections
Person to Collect Award: Nicholas Hulley, Bruce Anderspn
Production Company: Mann Made
Reproduction House: Rob Frew

FILM (TELEVISION/CINEMA)

FOODSTUFFS

Silver

Entrant: TBWA Hunt Lascaris

Advertiser: Tiger Brands

Product: Purity Baby Food

Title: Boy Story

Person to Collect Award: Bibi Lotter, Jenny Glover

Creative Director: Theo Ferreira, Sue Anderson

Art Director: Bibi Lotter

Scriptwriter: Jenny glover

Agency Producer: Jacqui Pearson

Production Company: Velocity Films

Director: Greg Gray

Cinematographer: Clive de Klerk

Producer: Helena Woodfine

Post Production: Orchestra Blue

Editor: Ricky Boyd

Sound Editor: Sterling Sound

Music Composer: Rob Schroder

Bronze

Entrant: TBWA Hunt Lascaris

Advertiser: Tiger Brands

Product: Enterprise

Title: Bedroom

Person to Collect Award: Avital Pinchevsky, Jenny Glover

Creative Director: Theo Ferreira, Sue Anderson

Art Director: Andrew Grant

Scriptwriter: Avital Pinchevsky, Jenny Glover

Agency Producer: Jacqui Pearson

Production Company: Velocity

Director: Greg Gray

Cinematographer: Paul Gilpin

Producer: Helena Woodfine

Post Production: Orchestra Blue

Editor: Ricky Boyd

Sound Editor: Lorens Persson, Sterling Sound

HOUSEHOLD STORES

Silver

Entrant: Saatchi & Saatchi JHB

Advertiser: Saatchi & Saatchi JHB

Product: Osram

Title: Leaves

Person to Collect Award: Paul Sanders & Jason Kempen

Creative Director: Rajesh Ranchod

Art Director: Paul Sanders

Scriptwriter: Jason Kempen

Agency Producer: Barbara Clarke

Production Company: Picture Tree

Director: Brett Wild

Cinematographer: Tom Van Schaik
Producer: Sherry Bush
Post Production: Refinery
Editor: Sabrina O'Sullivan
Sound Editor: Louie Enslin
Music Composer: Hugh Bush Produce

MEDIA PROMOTIONS

Gold

Entrant: TBWA Hunt Lascaris
Advertiser: SABC
Product: SABC 1
Title: PF Jones
Person to Collect Award: Festus Masekwameng
Creative Director: Sandra de Witt
Art Director: Nicholas Perreira
Scriptwriter: Festus Masekwameng
Agency Producer: Jo Barber
Production Company: Egg Films
Director: Lawrence Hamburger
Cinematographer: Denzil Armour-Brown
Producer: Jon Ronbeck
Post Production: Final Cut
Editor: Adam Jenkins
Sound Editor: Paul Baxter
Music Composer: D-Rex (Dave Campos)

Silver

Entrant: Net#work BBDO
Advertiser: SABC
Product: Metro FM
Title: Move
Person to Collect Award: Brad and Graeme
Creative Director: Mike Schalit
Art Director: Graeme J
Scriptwriter: Brad R
Agency Producer: Caroline "Crash Test" Switala
Production Company: Egg
Director: Kim Geldenhuys
Cinematographer: Tim Pike
Producer: Colin Howard
Post Production: Refinery
Editor: Kobus Loots
Sound Editor: Dave Harris
Special Effects: The Refinery
Music Composer: Marcus Wormstorm

Silver

Entrant: Ogilvy South Africa

Advertiser: Multichoice

Product: Channel O

Title: Get Back to Black

Person to Collect Award: Zwelakhe Tshabangu/Thabo Seseane

Creative Director

Art Director

Scriptwriter

Agency Producer

Production Company

Director

Cinematographer

Producer

Post Production

Editor

Sound Editor

Special Effects

Music Composer

Bronze

Entrant: The Jupiter Drawing Room

Advertiser: MTV

Product: Crazy Monkey

Title: Mermaid

Person to Collect Award: Graham Warsop

Creative Director: Graham Warsop

Art Director: Gavin Williams,Brendan Jack

Scriptwriter: Gavin Williams,Brendan Jack

Production Company: Terraplane

Director: Trevor Clarence

Cinematographer: Trevor Clarence

Producer: Jason Loughran

Post Production: The Refinery

Editor: Christan Iverson

Sound Editor: Bronnic Bednearek

Music Composer: Produce Sound

MOTOR CARS

Bronze

Entrant: Net#work BBDO

Advertiser: General Motors South Africa

Product: Corsa

Title: Mothman

Person to Collect Award: Brad and Graeme

Creative Director: Mike Schalit

Art Director: Graeme J

Scriptwriter: Brad R

Agency Producer: Caroline "Crash Test" Switala

Production Company: Shape Interactive

Director: Brad and Graeme
Producer: Gareth and Dave @ Shape Interactive
Post Production: Shape Interactive
Editor: Dave @ Shape Interactive
Sound Editor: Dave Harris
Special Effects: Gareth and Dave @ Shape Interactive

Bronze

Entrant: Net#work BBDO
Advertiser: General Motors South Africa
Product: Corsa
Title: Tutu
Person to Collect Award: Brad and Graeme
Creative Director: Mike Schalit
Art Director: Graeme J
Scriptwriter: Brad R
Agency Producer: Caroline "Crash Test" Switala
Production Company: Shape Interactive
Director: Brad and Graeme
Producer: Gareth and Dave @ Shape Interactive
Post Production: Shape Interactive
Editor: Dave @ Shape Interactive
Sound Editor: Dave Harris
Special Effects: Gareth and Dave @ Shape Interactive

MOTORING ACCESSORIES

Bronze

Entrant: Ogilvy South Africa
Advertiser: BP South Africa
Product: BP Lubricants - Castrol
Title: Ice Skating
Person to Collect Award: Aaron Harris
Creative Director: Greg Burke
Art Director: Michael Ipp
Scriptwriter: Aaron Harris
Agency Producer: Iris Vinnicombe
Production Company: Plank Film Productions
Director: Peter Pohorsky
Producer: Di Hellman
Post Production: Priest
Editor: Christen Iverson
Sound Editor: Arnold Vermaak

RETAIL

Silver

Entrant: Net#work BBDO
Advertiser: Chicken Licken

Product: Brand
Title: Limp afro
Person to Collect Award: Julian Watt, Annette Nel
Creative Director: Mike Schalit
Art Director: Julian Watt
Scriptwriter: Annette Nel
Agency Producer: Lisa Jaffe
Production Company: Egg
Director: Brent Harris
Cinematographer: Allard de Smidt
Producer: Colin Howard
Post Production: The Refinery
Editor: Richard Starkey
Sound Editor: Kevin @ Refinery
Music Composer: Rob Schroeder

Bronze

Entrant: Net#work BBDO
Advertiser: Chicken Licken
Product: Brand
Title: Beauty Queen
Person to Collect Award: Annette Nel, Julian Watt
Creative Director: Mike Schalit
Art Director: Julian Watt
Scriptwriter: Annette Nel
Agency Producer: Lisa Jaffe
Production Company: Egg
Director: Brent Harris
Cinematographer: Allard de Smidt
Producer: Colin Howard
Post Production: The Refinery
Editor: Richard Starkey
Sound Editor: Kevin @ Refinery
Music Composer: Rob Schroeder

SOCIAL SERVICES

Bronze

Entrant: Net#work BBDO
Advertiser: National Council Against Smoking
Product: Public Service Message
Title: Filthy Habit
Person to Collect Award: Thomas Cullinan, Matthew Barnes
Creative Director: Mike Schalit
Art Director: Thomas Cullinan
Scriptwriter: Matthew Barnes
Agency Producer: Phumi Mkhwanazi, Maggie Post
Production Company: Freize Films
Director: Leigh Ogilvie
Cinematographer: Clive De Klerk

Producer: Lisa Jaffe
Post Production: Ministry of Illusion
Editor: Thumi @ Visual Assault
Special Effects: Ministry of Illusion
Music Composer: Credence Clearwater Revival

Bronze

Entrant: Saatchi & Saatchi Cape Town
Advertiser: The Amy Biehl Foundation Trust
Product: Social awareness
Title: Thomas
Person to Collect Award: Conn Bertish / Razia Essack / Slade Gill / Mark Mason
Creative Director: Conn Bertish
Art Director: Mark Mason / Slade Gill / Conn Bertish / Razia Essack
Scriptwriter: Slade Gill / Conn Bertish / Razia Essack / Mark Mason
Agency Producer: Lee-Anne Jacobz
Production Company: Ground Glass
Director: Ryan Haidarian
Cinematographer: Clive Levin
Producer: Jeanette de Villiers
Post Production: Priest
Editor: Eugenie Tankred
Sound Editor: Barry Donnelly

TELECOMMUNICATIONS

Silver

Entrant: FCB Cape Town
Advertiser: Polka.co.za
Product: polka.co.za
Title: Sirius
Person to Collect Award: Sasha Sanders & Schalk van der Merwe
Creative Director: Francois de Villiers
Art Director: Schalk van der Merwe
Scriptwriter: Sasha Sanders
Agency Producer: Caz Friedman
Production Company: Plank
Director: Peter Pohorsky
Producer: Di Hellman
Post Production: Orchestra Blue
Editor: Ricky Boyd
Sound Editor: Arnold Vermaak

Bronze

Entrant: Net#work BBDO
Advertiser: Cell C
Product: Emergency
Title: Warranty Squad
Person to Collect Award: Phil Ireland, John Davenport

Creative Director: Mike Schalit
Art Director: Phil Ireland
Scriptwriter: John Davenport
Agency Producer: Maggie Post
Production Company: Terraplane
Director: Trevor Clarence
Editor: Visual Assault
Sound Editor: Video Lab

Bronze

Entrant: Net#work BBDO
Advertiser: Cell C
Product: Flexible Tarrifs
Title: Kung Fu
Person to Collect Award: Annette Nel, Julian Watt
Creative Director: Mike Schalit / Julian Watt
Art Director: Julian Watt
Scriptwriter: Annette Nel
Agency Producer: Maggie Post
Production Company: Fresh Eye Films
Director: Jonathan Parkinson
Cinematographer: Werner Maritz
Producer: Ashley Kruger
Post Production: Ministry of Illusion
Editor: Andrew @ Orchestra Blue
Sound Editor: Lorens Persson, Sterling Sound

TOILETRIES & BEAUTY AIDS

Silver

Entrant: Lowe Bull Johannesburg
Advertiser: Lever Ponds
Product: Shield
Title: Bus
Person to Collect Award: Gareth Lessing & Xander Smith
Creative Director: Rob McLennan
Art Director: Gareth Lessing
Scriptwriter: Xander Smith
Agency Producer: Juliet Curtis
Production Company: Velocity
Director: Greg Gary
Cinematographer: Tim Pike
Producer: Helena Woodfine
Post Production: Orchestra Blue
Editor: Tessa Ford

TOURISM AND TRAVEL

Bronze

Entrant: TBWA Hunt Lascaris
Advertiser: City Lodge
Product: Corporate
Title: Soggy Pants
Person to Collect Award: Paul Warner
Creative Director: Paul Warner
Art Director: Rupert Allcock
Scriptwriter: Patrick Robertson
Agency Producer: Chantel Kriel
Production Company: Freshwater Films
Director: Lourens van Rensburg
Cinematographer: Tony Mitchel
Producer: Glen Bosman
Post Production: Prime Cut
Editor: Gordon Midgley
Sound Editor: Lorens Persson
Special Effects: Ministry of Illusion

CORPORATE AND PUBLIC SERVICES

Gold

Entrant: TBWA Hunt Lascaris
Advertiser: Sasol
Product: Corporate
Title: Milk
Person to Collect Award: Peter Khoury, George Low
Creative Director: Sue Anderson, Theo Ferreira
Art Director: Peter Khoury
Scriptwriter: George Low
Agency Producer: Jacqui Pearson
Production Company: Velocity Films
Director: Keith Rose
Cinematographer: Keith Rose
Producer: Karen Kloppers
Post Production: The Refinery
Editor: Tim Fulford, Willie Saayman
Sound Editor: Paul Baxter
Special Effects: Conduit
Music Composer: Simon Ringrose

Silver

Entrant: Net#work BBDO
Advertiser: International Marketing Council (IMC)
Product: Corporate
Title: Today I woke up
Person to Collect Award: Brad and Graeme
Creative Director: Mike Schalit
Art Director: Graeme J
Scriptwriter: Brad R
Agency Producer: Lisa Jaffe

Production Company: Peter Gird
Director: Michael Middleton
Cinematographer: Michael Middleton
Producer: Peter Gird
Post Production: The Refinery
Editor: Kobus Loots
Sound Editor: Dave Harris
Music Composer: Rob Schroeder

Bronze

Entrant: TBWA Hunt Lascaris
Advertiser: Sasol
Product: Corporate
Title: Fabric
Person to Collect Award: Peter Khoury, George Low
Creative Director: Sue Anderson, Theo Ferreira
Art Director: Peter Khoury
Scriptwriter: George Low
Agency Producer: Jacqui Pearson
Production Company: Velocity Films
Director: Keith Rose
Cinematographer: Keith Rose
Producer: Karen Kloppers
Post Production: The Refinery
Editor: Tim Fulford
Sound Editor: Paul Baxter
Special Effects: Conduit
Music Composer: Simon Ringrose

FINANCIAL INSTITUTIONS

Bronze

Entrant: Inroads Multimedia
Advertiser: Teba Bank
Product: Generic
Title: Sun
Person to Collect Award: Kedibone Mulaudzi & Jae Brits
Creative Director: Taelo Mokgalagadi & Dean Wisbey
Art Director: Jacob Mocuminyane
Scriptwriter: Taelo Mokgalagadi & Kedibone Mulaudzi
Agency Producer: Marilyn Hendricks
Production Company: Velocity
Director: Micky Dube
Producer: Loli Bishop and Di Cole
Post Production: The Refinery

PRINT (NEWSPAPERS/MAGAZINES)

CORPORATE AND PUBLIC SERVICES

Silver

Entrant: TBWA Hunt Lascaris

Advertiser: Sasol

Product: Corporate

Title: Milk

Person to Collect Award: Peter Khoury, George Low

Creative Director: Sue Anderson, Theo Ferreira

Art Director: Peter Khoury, Catherine Blomkamp

Copywriter: George Low

Typographer: Catherine Blomkamp

Photographer: David Prior

Illustrator: Catherine Blomkamp

Reproduction House: Beith Digital

Bronze

Entrant: TBWA Hunt Lascaris

Advertiser: Sasol

Product: Corporate

Title: Fabric

Person to Collect Award: Peter Khoury, George Low

Creative Director: Sue Anderson, Theo Ferreira

Art Director: Peter Khoury, Catherine Blomkamp

Copywriter: George Low

Typographer: Catherine Blomkamp

Photographer: David Prior

Illustrator: Catherine Blomkamp

Reproduction House: Beith Digital

Bronze

Entrant: J Walter Thompson

Advertiser: Viglietti Motors

Product: Viglietti Luxury Sports Cars

Title: Garage Door

Person to Collect Award: Jacques Shalom, Carl Willoughby

Creative Director: Wendy Moorcroft

Art Director: Carl Willoughby

Copywriter: Jacques Shalom

Typographer: Carl Willoughby

Photographer: Thomas Buchanan

Illustrator: Carl Willoughby

Reproduction House: 4or Colour

FOODSTUFFS

Gold

Entrant: Ogilvy South Africa

Advertiser: Parmalat South Africa

Product: Everfresh

Title: Jackson 5
Person to Collect Award: Jake Bester / Michael Lees-Rolfe
Creative Director: Greg Burke / Ryan Reed / Chris Gotz / Mark Fisher
Art Director: Michael Lees-Rolfe
Copywriter: Jake Bester
Typographer: Michael Lees-Rolfe
Photographer: Guy Neveling
Reproduction House: Ogilvy Cape Town Repro

HOUSEHOLD STORES

Bronze

Entrant: Lowe Bull - Cape Town
Advertiser: Clean Green
Product: Clean Green
Title: Thumb
Person to Collect Award: Alexis Beckett ; Dana Aires
Creative Director: Porky Hefer ; rip
Art Director: Alexis Beckett
Copywriter: Dana Aires
Photographer: Alexis Beckett
Reproduction House: Lowe Bull

Bronze

Entrant: FCB Johannesburg
Advertiser: S C Johnson
Product: Pledge
Title: "Swan"
Person to Collect Award: Charles Foley / Lance Vining
Creative Director: Brett Morris / Mike Barnwell
Art Director: Lance Vining
Copywriter: Charles Foley
Typographer: Lance Vining
Photographer: Clive Stewart
Illustrator: Paul Vermeulen
Reproduction House: Finset

MEDIA PROMOTIONS

Gold

Entrant: FCB Johannesburg
Advertiser: Classic FM
Product: Radio Station
Title: "Mozart"
Person to Collect Award: Mike Barnwell
Creative Director: Brett Morris, Mike Barnwell
Art Director: Mike Barnwell
Copywriter: Trevor Sacks
Typographer: Hazel Westworth

Illustrator: VDB Creative
Reproduction House: Finset

Silver

Entrant: TBWA Hunt Lascaris
Advertiser: SABC 1
Product: The Bold and the Beautiful
Title: Family Tree
Person to Collect Award: Annie Klintworth, Nicole Cohen
Creative Director: Paul Warner
Art Director: Annie Klintworth, Nicole Cohen
Copywriter: Annie Klintworth, Nicole Cohen
Typographer: Annie Klintworth, Nicole Cohen
Illustrator: Annie Klintworth, Nicole Cohen
Reproduction House: L & K Imaging

Bronze

Entrant: FCB Johannesburg
Advertiser: Classic FM
Product: Radio Station
Title: "Beethoven"
Person to Collect Award: Mike Barnwell
Creative Director: Brett Morris, Mike Barnwell
Art Director: Mike Barnwell
Copywriter: Trevor Sacks
Typographer: Hazel Westworth
Illustrator: VDB Creative
Reproduction House: Finset

Bronze

Entrant: Ogilvy South Africa
Advertiser: Multichoice
Product: M Net
Title: Face Lift
Person to Collect Award: Marc Watson
Creative Director: Peter Badenhorst/ Gerry Human
Art Director: Marc Watson
Copywriter: Kerry Friend
Photographer: Gerard Turnley
Reproduction House: Beith

MEDICAL

Silver

Entrant: Herdbuoys McCann-Erickson
Advertiser: Smokenders
Product: Smokenders
Title: Villa Safari

Person to Collect Award: John Smeddle/Ivor Forrester/Kamal Gangaram/Brent Leibenberg
Creative Director: Kamal Gangaram/Mike Ellman-Brown
Art Director: Ivor Forrester
Copywriter: John Smeddle
Typographer: Kamal Gangaram
Illustrator: George Greyling
Reproduction House: Hue Grey

Bronze

Entrant: Herdbuoys McCann-Erickson
Advertiser: Smokenders
Product: Smokenders
Title: Boer
Person to Collect Award: Mike Ellman-Brown/Kamal Gangaram/Brent Leibenberg
Creative Director: Mike Ellman-Brown/Kamal Gangaram
Art Director: Kamal Gangaram
Copywriter: Brent Leibenberg
Typographer: Kamal Gangaram
Photographer: Clive Stewart
Reproduction House: Hue Grey

MOTOR CARS

Silver

Entrant: TBWA Hunt Lascaris
Advertiser: BMW
Product: 318i
Title: 1996
Person to Collect Award: Margarita Karvouniaris, Juliet Honey
Creative Director: Sandra de Witt
Art Director: Camilla Herberstein
Copywriter: Gary du Toit
Typographer: Margarita Karvouniaris, Juliet Honey
Reproduction House: Beith Digital

Bronze

Entrant: Net#work BBDO
Advertiser: General Motors
Product: Astra Coupe
Title: Hockenheim
Person to Collect Award: Brad and Graeme
Creative Director: Mike Schalit
Art Director: Graeme J
Copywriter: Brad R
Typographer: Graeme J
Illustrator: Map Studio
Reproduction House: Beith

Bronze

Entrant: teamworks/berry bush bbdo

Advertiser: subaru

Product: car manufacturer

Title: track

Person to Collect Award: ivan johnson

Creative Director: Errol Denman

Art Director: Ivan Johnson

Copywriter: Kyle Cockeran

Photographer: Pete Maltby

Reproduction House: Hirt & Carter

RETAIL

Bronze

Entrant: FCB Johannesburg

Advertiser: Netflorist

Product: Florist

Title: "Pants"

Person to Collect Award: Mike Barnwell, Catherine Thomson

Creative Director: Brett Morris, Mike Barnwell, Catherine Thomson

Art Director: Mike Barnwell

Copywriter: Catherine Thomson

Typographer: Hazel Westworth

Photographer: Michael Lewis

Reproduction House: Finset

SOCIAL SERVICES

Silver

Entrant: Lowe Bull Johannesburg

Advertiser: People Opposing Women Abuse

Product: Rape

Title: Force

Person to Collect Award: Gareth Lessing & Xander Smith

Creative Director: Rob McLennan

Art Director: Gareth Lessing

Copywriter: Xander Smith

Typographer: Gareth Lessing

Photographer: Clive Stewart

Reproduction House: Beith

Silver

Entrant: Lowe Bull Johannesburg

Advertiser: Hospice

Product: Hospice

Title: School Book

Person to Collect Award: Rob McLennan

Creative Director: Rob McLennan & Gareth Lessing

Art Director: Avalon Dos Santos & Marion Bryan

Copywriter: Adam Wittert & Asheen Naidu
Typographer: Avalon Dos Santos & Marion Bryan
Photographer: David Prior & Bryan Gibbs
Reproduction House: Beith

Bronze

Entrant: Lowe Bull Johannesburg
Advertiser: Hospice
Product: Hospice
Title: Flower
Person to Collect Award: Rob McLennan
Creative Director: Rob McLennan & Gareth Lessing
Art Director: Avalon Dos Santos & Marion Bryan
Copywriter: Adam Wittert & Asheen Naidu
Typographer: Avalon Dos Santos & Marion Bryan
Photographer: David Prior & Bryan Gibbs
Reproduction House: Beith

Bronze

Entrant: Lowe Bull Johannesburg
Advertiser: Hospice
Product: Hospice
Title: Couch
Person to Collect Award: Rob McLennan
Creative Director: Rob McLennan & Gareth Lessing
Art Director: Avalon Dos Santos & Marion Bryan
Copywriter: Adam Wittert & Asheen Naidu
Typographer: Avalon Dos Santos & Marion Bryan
Photographer: David Prior & Bryan Gibbs
Reproduction House: Beith

Bronze

Entrant: Ogilvy South Africa
Advertiser: FAMSA
Product: FAMSA
Title: Good For Nothing
Person to Collect Award: Adam Levin/ Mak Ngwenya
Creative Director: Gerry Human/ Graham Lamont
Art Director: Adam Levin
Copywriter: Mak Ngwenya/ Alison Hingle
Typographer: Adam Levin
Photographer: Michael Meyersfield
Reproduction House: Beith

TOILETRIES & BEAUTY AIDS

Silver

Entrant: Ogilvy South Africa

Advertiser: Natbrands
Product: Dirol Dental Gum
Title: Floss
Person to Collect Award: Sean Harrison/Tim Beck/Assaf Levy/James Daniels
Creative Director: Peter Badenhorst/ James Daniels
Art Director: Sean Harrison/ Assaf Levy
Copywriter: Tim Beck
Typographer: Sean Harrison/Assaf Levy
Photographer: Michael Meyersfield
Reproduction House: O&M dtp

Bronze

Entrant: FCB Johannesburg
Advertiser: Adcock Ingram
Product: Elizabeth Anne's Stretch Mark Cream
Title: "Elastic Band"
Person to Collect Award: Lauren Gordon / Nadia Oosthuizen
Creative Director: Brett Morris, Wingwing Mdlulwa, Quintes Venter
Art Director: Nadia Oosthuizen / Greg Sheppard
Copywriter: Lauren Gordon
Photographer: Chris Townend
Reproduction House: Finset

TRANSPORTATION

Silver

Entrant: Net#work BBDO
Advertiser: Virgin
Product: Inflight entertainment
Title: Stories about my grandchildren
Person to Collect Award: Phil Ireland and John Davenport
Creative Director: Mike Schallit
Art Director: Phil Ireland
Copywriter: John Davenport
Typographer: Phil Ireland
Photographer: Stock
Reproduction House: Beith

Bronze

Entrant: Net#work BBDO
Advertiser: Virgin
Product: Inflight entertainment
Title: My life in photo copier sales.
Person to Collect Award: Phil Ireland and John Davenport
Creative Director: Mike Schallit
Art Director: Phil Ireland
Copywriter: John Davenport
Typographer: Phil Ireland
Photographer: Stock

Reproduction House: Beith

Bronze

Entrant: Net#work BBDO

Advertiser: Virgin

Product: Inflight entertainment

Title: My wife doesn't understand me

Person to Collect Award: Phil Ireland and John Davenport

Creative Director: Mike Schallit

Art Director: Phli Ireland

Copywriter: John Davenport

Typographer: Phil Ireland

Photographer: Stock

Reproduction House: Beith

VEHICLES

Silver

Entrant: Ogilvy South Africa

Advertiser: Harley Davidson

Product: Rentals

Title: Tattoo

Person to Collect Award: Mike Groenewald

Creative Director: Gerry Human

Art Director: Mike Groenewald

Copywriter: Neil Ross

Photographer: David Prior

POSTERS

CONFECTIONERY

Gold

Entrant: Net#work BBDO

Advertiser: Simba

Product: Ghost Pops

Title: Girl

Person to Collect Award: Marion Bryan, Asheen Naidu

Creative Director: Mike Schalit

Art Director: Marion Bryan

Copywriter: Asheen Naidu

Photographer: Michael Meyersfeld

Illustrator: Stock

Reproduction House: Beith Digital

Bronze

Entrant: Ogilvy South Africa

Advertiser: Natbrands

Product: Dirol Dental Gum

Title: Floss

Person to Collect Award: Sean Harrison/Tim Beck/ Assaf Levy/James Daniels

Creative Director: James Daniels/Peter Badenhorst

Art Director: Assaf Levy/ Sean Harrison

Copywriter: Tim Beck

Typographer: Sean Harrison/ Assaaf Levy

Photographer: Michael Meyersfield

Reproduction House: O&M dtp

CORPORATE AND PUBLIC SERVICES

Bronze

Entrant: J Walter Thompson

Advertiser: Viglietti Motors

Product: Viglietti Luxury Sports Cars

Title: Garage Door

Person to Collect Award: Jacques Shalom, Carl Willoughby

Creative Director: Wendy Moorcroft

Art Director: Carl Willoughby

Copywriter: Jacques Shalom

Typographer: Carl Willoughby

Photographer: Thomas Buchanan

Illustrator: Carl Willoughby

Reproduction House: 4or Colour

FOODSTUFFS

Silver

Entrant: Ogilvy South Africa

Advertiser: Parmalat South Africa

Product: Everfresh

Title: Jackson 5

Person to Collect Award: Jake Bester / Michael Lees-Rolfe

Creative Director: Greg Burke / Ryan Reed / Chris Gotz / Mark Fisher

Art Director: Michael Lees-Rolfe

Copywriter: Jake Bester

Typographer: Michael Lees-Rolfe

Photographer: Guy Neveling

Reproduction House: Ogilvy Cape Town Repro

Silver

Entrant: Ogilvy South Africa

Advertiser: Parmalat South Africa

Product: Parmalat South Africa

Title: Rhodesia

Person to Collect Award: Michael Lees-Rolfe / Jake Bester

Creative Director: Greg Burke / Ryan Reed / Chris Gotz / Mark Fisher

Art Director: Michael Lees-Rolfe

Copywriter: Jake Bester
Typographer: Michael Lees-Rolfe
Photographer: Guy Neveling
Reproduction House: Ogilvy Cape Town Repro

Silver

Entrant: Herdbuoys McCann-Erickson
Advertiser: Unilever South Africa
Product: Stork Margarine
Title: Field
Person to Collect Award: Mike Ellman-Brown/Kamal Gangaram/Brent Leibenberg
Creative Director: Mike Ellman-Brown/Kamal Gangaram
Art Director: Kamal Gangaram
Copywriter: Brent Leibenberg
Illustrator: George Greyling
Reproduction House: Hue Grey

HOUSEHOLD STORES

Bronze

Entrant: FCB Johannesburg
Advertiser: S C Johnson
Product: Pledge
Title: "Swan"
Person to Collect Award: Lance Vining / Charles Foley
Creative Director: Brett Morris / Mike Barnwell
Art Director: Lance Vining
Copywriter: Charles Foley
Typographer: Lance Vining
Photographer: Clive Stewart
Illustrator: Paul Vermeulen
Reproduction House: Finset

MEDIA PROMOTIONS

Bronze

Entrant: FCB Johannesburg
Advertiser: Classic FM
Product: Radio Station
Title: "Mozart"
Person to Collect Award: Mike Barnwell
Creative Director: Brett Morris, Mike Barnwell
Art Director: Mike Barnwell
Copywriter: Trevor Sacks
Typographer: Hazel Westworth
Illustrator: VDB Creative
Reproduction House: Finset

TRANSPORTATION

Gold

Entrant: Net#work BBDO

Advertiser: Virgin

Product: Inflight entertainment

Title: Stories about my grandchildren

Person to Collect Award: Phil Ireland and John Davenport

Creative Director: Mike Schallit

Art Director: Phil Ireland

Copywriter: John Davenport

Typographer: Phil Ireland

Photographer: Stock

Reproduction House: Beith

Bronze

Entrant: Net#work BBDO

Advertiser: Virgin

Product: Inflight entertainment

Title: My wife doesn't understand me

Person to Collect Award: John Davenport and Phil Ireland

Creative Director: Mike Schallit

Art Director: Phil Ireland

Copywriter: John Davenport

Typographer: Phil Ireland

Photographer: Stock

Reproduction House: Beith

Silver

Entrant: Net#work BBDO

Advertiser: Virgin

Product: Inflight entertainment

Title: My life in photo copier sales

Person to Collect Award: Phil Ireland and John Davenport

Creative Director: Mike Schallit

Art Director: Phil Ireland

Copywriter: John Davenport

Typographer: Phil Ireland

Photographer: Stock

Reproduction House: Beith

VEHICLES

Silver

Entrant: Net#work BBDO

Advertiser: General Motors SA

Product: Suzuki Grand Vitara

Title: Stamps

Person to Collect Award: Jonathan & James

Creative Director: Mike Schalit

Art Director: Jonathan Santana
Copywriter: James Cloete
Typographer: Jonathan Santana
Illustrator: Jonathan Santana
Reproduction House: Beith

Silver

Entrant: Ogilvy South Africa
Advertiser: Harley Davidson
Product: Rentals
Title: Tattoo
Person to Collect Award: Mike Groenewald
Creative Director: Gerry Human
Art Director: Mike Groenewald
Copywriter: Neil Ross
Typographer: Mike Groenewald
Photographer: David Prior
Reproduction House: Beith

RECREATION & SPORT

Bronze

Entrant: TBWA Hunt Lascaris
Advertiser: Playstation
Product: Playstation
Title: Grand Theft Auto
Person to Collect Award: Brent Singer, Paul Warner
Creative Director: Paul Warner
Art Director: Brent Singer
Copywriter: Brent Singer
Typographer: Brent Singer
Photographer: David Prior
Reproduction House: Beith Digital

SPONSORSHIP

Bronze

Entrant: FCB Johannesburg
Advertiser: Vodacom
Product: Banyana Sponsorship
Title: "Wall"
Person to Collect Award: Jean-Roux Bezuidenhout, Molefi Thulo
Creative Director: Brett Morris, Gerhard Myburgh
Art Director: Jean-Roux Bezuidenhout, Gerhard Myburgh
Copywriter: Molefi Thulo, Brett Morris
Photographer: Brian Gibbs
Reproduction House: Finset

OUT OF HOME

BILLBOARDS

Silver

Entrant: Lowe Bull Johannesburg

Advertiser: Dulux

Product: Paint

Title: Jacaranda

Person to Collect Award: Rob McLennan

Creative Director: Rob McLennan

Art Director: Avalon Dos Santos

Copywriter: Adam Wittert

Photographer: Clive Stewart

Typographer: Avalon Dos Santos

Media Company: Initiative Media South Africa

Bronze

Entrant: Tequila Johannesburg Advertising (Pty) Ltd

Advertiser: SABC 3

Product: Ripley's Believe It Or Not

Title: 'Believe It Or Not'

Person to Collect Award: George Rautenbach & Vicki Oudmayer

Creative Director: Margie Backhouse & Petra Oelofse

Art Director: George Rautenbach

Copywriter: Vicki Oudmayer

Photographer: Clive Stewart

Media Company: Clear Channel

MOBILE MEDIA

Bronze

Entrant: Lobedu Leo Burnett

Advertiser: Coca-Cola

Product: Twist

Title: Back-to-Front

Person to Collect Award: Vanessa Klevansky/ Yvonne Hall / Debbie Gyngell

Creative Director: Vanessa Pearson

Art Director: Yvonne Hall /Debbie Gyngell

Copywriter: Vanessa Klevansky

Photographer: Gerard Turnley

Typographer: Yvonne Hall

Illustrator: Rob Frew

Media Company: GMR

SPECTACULARS

Bronze

Entrant: Tequila Johannesburg Advertising (Pty) Ltd

Advertiser: SABC 3

Product: National Geographic
Title: 'The Animals Come Out'
Person to Collect Award: George Rautenbach
Creative Director: Margie Backhouse & Petra Oelofse
Art Director: George Rautenbach
Copywriter: Samantha Koenderman
Typographer: George Rautenbach
Media Company: Clear Channel

AMBIENT

Silver

Entrant: Net#work BBDO
Advertiser: Simba
Product: Ghost Pops
Title: Driverless Delivery Vehicle
Person to Collect Award: Marion Bryan, Asheen Naidu
Creative Director: Mike Schalit
Art Director: Marion Bryan
Copywriter: Asheen Naidu
Photographer: Gerard Turnley, Michael Meyersfeld
Typographer: Marion Bryan

Bronze

Entrant: Ogilvy South Africa
Advertiser: City Mission
Product: City Mission
Title: Litter Bins
Person to Collect Award: Ryan Reed / Gordon Ray / Teboho Mosothoane
Creative Director: Ryan Reed / Chris Gotz
Art Director: Ryan Reed / Teboho Mosothoane
Copywriter: Gordon Ray
Photographer: Guy Neveling
Typographer: Ryan Reed

Bronze

Entrant: Ogilvy South Africa
Advertiser: Purina Alpo
Product: Purina Alpo
Title: Sniff
Person to Collect Award: Gordon Ray / Nicholas Pereira
Creative Director: Greg Burke / Mark Fisher
Art Director: Nicholas Pereira
Copywriter: Gordon Ray
Typographer: Nicholas Pereira

RADIO

MOTOR CARS

Bronze

Entrant

Advertiser: General Motors South Africa

Product: Corsa Lite Website

Title: IT guy

Person to Collect Award: Graeme Jenner

Creative Director: Mike Schalit

Director: Graeme J

Copywriter: Graeme J

Producer: Lindie Parsons

Production Company: Frequency Audio

Sound Editor: Dave Harris

Bronze

Entrant

Advertiser: General Motors South Africa

Product: Opel Corsa Lite

Title: Restraining Order

Person to Collect Award: Brad and Graeme

Creative Director: Mike Schalit

Director: Brad and Graeme

Copywriter: Brad and Graeme

Producer: Lindie Parsons

Production Company: Frequency Audio

Sound Editor: Dave Harris

Bronze

Entrant

Advertiser: General Motors South Africa

Product: Opel Corsa Lite

Title: VAT

Person to Collect Award: Brad and Graeme

Creative Director: Mike Schalit

Director: Brad and Graeme

Copywriter: Brad and Graeme

Producer: Lindie Parsons

Production Company: Frequency Audio

Sound Editor: Dave Harris

MOTORING ACCESSORIES

Bronze

Entrant: TBWA Hunt Lascaris

Advertiser: BMW

Product: Run Flat Tyres

Title: Run Flat Tyres

Person to Collect Award: Konstant van Huyssteen

Creative Director: Sue Anderson

Copywriter: Konstant van Huyssteen
Producer: Tessa Weakley
Production Company: Sterling Sound
Sound Editor: Lorens Persson

NON ALCOHOLIC BEVERAGES

Bronze

Entrant: Lowe Bull - Cape Town
Advertiser: Coca-Cola
Product: Play Energy Drink
Title: Auctioneer
Person to Collect Award: Kelly Putter
Creative Director: Porky Hefer ; rip
Director: Kelly Putter
Copywriter: Kelly Putter
Producer: Adiel Emeran-Haron
Production Company: B & S Studios
Sound Editor: Arnold Vermaak

CORPORATE AND PUBLIC SERVICES

Silver

Entrant: Lowe Bull Johannesburg
Advertiser: Vega School Of Advertising
Product: Vega School Of Advertising
Title: Washing Powder
Person to Collect Award: Stuart Walsh, Adam Livesey & Matthew Brink
Creative Director: Rob McLennan & Stuart Walsh
Director: Adam Livesey
Copywriter: Matthew Brink
Producer: Mthuli Bam
Production Company: Sonovision
Sound Editor: John Burns

FINANCIAL INSTITUTIONS

Bronze

Entrant: FCB Johannesburg
Advertiser: First National Bank
Product: Heritage Day
Title: "Kwaai"
Person to Collect Award: Marius Van Rensburg / Ulric Charteris
Creative Director: Ulric Charteris / Brett Morris
Director: Ulric Charteris / Brett Morris
Copywriter: Marius Van Rensburg / Ulric Charteris
Producer: Karin Redelinghuys
Production Company: Sonovision Studios
Producer: Paul Baxter

Sound Editor: Paul Baxter

MEDIA PROMOTIONS

Silver

Entrant: FCB Johannesburg

Advertiser: Media 24

Product: True Love Magazine

Title: "Sweet Love"

Person to Collect Award: Brett Morris

Creative Director: Brett Morris

Director: Mike Beukes

Copywriter: Mike Beukes

Producer: Karin Redelinghuys

Production Company: Sonovision Studios

Producer: Paul Baxter

Sound Editor: Paul Baxter

Bronze

Entrant: Ogilvy South Africa

Advertiser: Ramsay Son & Parker

Product: Car Magazine

Title: Guys

Person to Collect Award: Chris Gotz / Gordon Ray

Creative Director: Greg Burke / Mark Fisher

Director: Chris Gotz

Copywriter: Chris Gotz / Gordon Ray

Producer: Johnine Hughes

Production Company: B & S Studios

Sound Editor: Graham Merrill

Bronze

Entrant: Ogilvy South Africa

Advertiser: Multichoice

Product: M Net

Title: Big Brother Afrika - Fanagalo

Person to Collect Award: Tim Beck

Creative Director: James Daniels/ Peter Badenhorst

Copywriter: Tim Beck

Producer: Sally Wilson

Production Company: Sonovision

Sound Editor: John Burns

RETAIL

Bronze

Entrant

Advertiser: Chicken Licken

Product: Soul Fire
Title: Mboboze (Zulu)
Person to Collect Award: Neo Mashigo
Creative Director: Julian W
Director: Neo Mashigo
Copywriter: Neo Mashigo
Producer: Lindie P
Production Company: Sonovision

CORPORATE FILM

PRODUCT

Bronze

Entrant: The African Motion Picture Company Pty (LTD)
Advertiser: The Saxon Hotel
Product: The Saxon Hotel
Title: The Saxon Hotel
Person to Collect Award: Chris West-Russell
Account Handler: Chris West-Russell
Creative Director: Justyn Davies
Director: Morray MacLennan
Producer: Chris West-Russell
Cinematographer: Clive Laurie
Audio Engineer: The Refinery
Editor: Isa Jacobs
Production Company: The African Motion Picture Company
Post Production Company: The African Motion Picture Company

SERVICE

Bronze

Entrant: The African Motion Picture Company Pty (LTD)
Advertiser: ATNS
Product: ATNS
Title: Behind your Future
Person to Collect Award: Anthony Ramsay/Chris West-Russell
Account Handler: Chris West-Russell
Creative Director: Justyn Davies
Director: Anthony Ramsay
Producer: Cheryl Areal
Scriptwriter: Sofia De Fay/Mark Swarts
Cinematographer: Anthony Ramsay/Trevor Brown
Audio Engineer: Mark Buyskes
Editor: The African Motion Picture Company
Music Composer
Computer Graphics: The Gate
Production Company: The African Motion Picture Company
Post Production Company: The African Motion Picture Company

CORPORATE

Gold

Entrant: VWV

Advertiser: ABSA

Product: ABSA

Title: Innovations

Person to Collect Award: Jon Samuelsson

Account Handler: Zaine Venter

Creative Director: Caroline Pretorius

Director: Jon Samuelsson

Producer: Ainsley Robinson / Shaun Winkler

Scriptwriter: Sofia de Fay

Cinematographer: Jon Samuelsson

Audio Engineer: Paolo Mosca

Editor: Zolani Alexander

Music Composer: -

Computer Graphics: Anton Wannenbergh

Production Company: VWV

Post Production Company: VWV

Gold

Entrant: VWV

Advertiser: SABMiller plc

Product: SABMiller

Title: SABMiller

Person to Collect Award: Theo Pretorius

Account Handler: Mark Steinhobel

Creative Director: Caroline Pretorius

Director: Theo Pretorius

Producer: Shaun Winkler / Darren Lee

Scriptwriter: Peter Badenhorst

Cinematographer: Theo Pretorius / Dominic Black

Audio Engineer: Paolo Mosca

Editor: Alastair Hetherington

Music Composer: Alun Richards

Computer Graphics: -

Production Company: VWV

Post Production Company: VWV

Silver

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Legends

Person to Collect Award: Warren Stewart

Account Handler: Mark Steinhobel

Creative Director: Annie Steinhobel

Director: Warren Stewart

Producer: Ainsley Robinson / Darren Lee
Scriptwriter: Annie Steinhobel
Cinematographer: Warren Stewart
Audio Engineer: Paolo Mosca
Editor: Zolani Alexander
Music Composer: -
Computer Graphics: DXF Visual Effects
Production Company: VVV
Post Production Company: VVV

Silver

Entrant
Advertiser: Virgin Atlantic
Product: Asata Awards
Title: Lifestyles Of The Rich and Famous
Person to Collect Award: Tom Cullinan, Matthew Barnes, Mike Higgins
Account Handler: Candice Shortt
Creative Director: Julian Watt, Mike Schalit
Director: Matthew Barnes, Tom Cullinan
Producer: Phumi Mkhwanazi
Scriptwriter: Mike Higgins, Matthew Barnes, Tom Cullinan
Cinematographer: Zeno Peterson
Audio Engineer: Craig Hawkins, Peter Cornell @ Video Lab
Editor: Tokai Subrusa, 14 Tenth Street Productions
Production Company: Network Internal
Post Production Company: 14 Tenth Street Productions

Silver

Entrant: O'MAGE Limited
Advertiser: AngloGold Ashanti
Product: AngloGold Ashanti Corporate Film 2004
Title: AngloGold Ashanti Corporate Film
Person to Collect Award: Mark Pool / Graham Edmunds
Account Handler: Sarah Hooper
Creative Director: Mark Pool, Graham Edmunds and David Newton
Director: Graham Edmunds and David Newton
Producer: Sarah Hooper
Scriptwriter: Mark Pool
Cinematographer: Tim Chevallier
Audio Engineer: Kevin Meyers
Editor: Thulani "Fish" Masuku
Music Composer: Robin Walsh
Computer Graphics: Pieter Furstenberg
Production Company: O'MAGE Ltd
Post Production Company: O'MAGE Ltd

Silver

Entrant: Ogilvy South Africa
Advertiser: Old Mutual

Product: Greenlight
Title: Greenlight
Person to Collect Award: Jake Bester / Michael Lees-Rolfe
Account Handler: Lizel Louw
Creative Director: Ryan Reed / Chris Gotz
Director: Ian Shuter
Producer: Iris Vinnicombe
Scriptwriter: Jake Bester
Cinematographer: Ivan Greyling
Audio Engineer: N/A
Editor: Ian Shuter
Music Composer: Library
Computer Graphics: N/A
Production Company: Platypus Productions
Post Production Company: Platypus Productions

Silver

Entrant: Fade 2 Black
Advertiser: Legacy Hotels
Product: Legacy Hotels
Title: Legacy
Person to Collect Award: Derek Postmus and Dominic Black
Creative Director: Derek Postmus DDB SA
Director: Dominic Black
Producer: Peter McGowan
Scriptwriter: Derek Postmus
Cinematographer: Dominic Black
Audio Engineer: Duncan Todd
Editor: Sharon Black
Production Company: Fade 2 Black
Post Production Company: Fade 2 Black

Silver

Entrant: Fade 2 Black
Advertiser: Gautrans
Product: Gautrans Conference 2003
Title: Hero's
Person to Collect Award: Dominic Black and Themba Ndaba
Creative Director: Themba Ndaba and Dominic Black
Director: Dominic Black
Producer: Claire Jameson
Scriptwriter: Themba Ndaba
Cinematographer: Dominic Black
Audio Engineer: Duncan Todd
Editor: Sharon Black
Production Company: Fade 2 Black
Post Production Company: Fade 2 Black

Bronze

Entrant: Jumping Dust Productions

Advertiser: Sasol

Product: Inhouse product video

Title: The Project

Person to Collect Award: Andrew Greal

Account Handler: Jumping Dust Productions

Creative Director: Andrew Greal

Director: Andrew Greal

Producer: Pam Marsh

Scriptwriter: Nick Warren

Cinematographer: Willem Viljoen

Audio Engineer: Kevin Wilson

Editor: Martin Lloyd

Music Composer: -

Computer Graphics: The Reactor - Tony Leonardi

Production Company: Jumping Dust Productions

Post Production Company: The Refinery

Bronze

Entrant: Blueprint Strategic Marketing

Advertiser: The Blue Train

Product: The Blue Train

Title: The Blue Train

Person to Collect Award: Groovin Nchabeleng/Paul Shelly

Account Handler: Groovin Nchabeleng

Creative Director: Paul Shelly

Director: Justin Davies

Producer: Chris West-Russell

Scriptwriter: Gus Silber

Cinematographer: Trevor Brown

Audio Engineer: Mark Buyskes/Chris West-Russell

Editor: Angela Whitehouse

Music Composer: KPM

Computer Graphics: Envisage

Production Company: The African Motion Picture Company

Post Production Company: Glasshouse

Bronze

Entrant: Ogilvy South Africa

Advertiser: Old Mutual

Product: Fairbairn Capital

Title: Change

Person to Collect Award: Jake Bester / Michael Lees-Rolfe

Account Handler: Danielle Naidoo

Creative Director: Ryan Reed / Chris Gotz

Director: N/A

Producer: Iris Vinnicombe

Scriptwriter: Jake Bester / Michael Lees-Rolfe

Editor: Andre Van der Merwe

Music Composer: Library

Computer Graphics: Atomic SFX
Production Company: Atomic SFX
Post Production Company: Atomic SFX

Bronze

Entrant: Ogilvy South Africa (CPT)
Advertiser: Volkswagen South Africa
Product: Corporate
Title: For the love of the people's cars
Person to Collect Award: Tommy Le Roux / Gareth McPherson
Account Handler: Jacques Burger / Jason Harrison
Creative Director: Greg Burke / Ryan Reed
Director: Jason Fialkov
Producer: Emma Lundy
Scriptwriter: Tommy Le Roux
Cinematographer: Jason Fialkov
Audio Engineer: Arnold Vermaak
Editor: Ian Shuter
Music Composer: Library
Computer Graphics: N/A
Production Company: Platypus Productions
Post Production Company: Platypus Productions

SOCIAL SERVICES

Gold

Entrant: Flying Fox Productions
Advertiser: UNESCO - Discovery Channel
Product: UNESCO Endangered Languages Campaign
Title: "Words Like Rain" Khomani San
Person to Collect Award: James Hersov
Date of First Exposure: November
Account Handler: Barbara Snell
Creative Director: James Hersov
Director: Sofia De Fay
Producer: James Hersov
Scriptwriter: Sofia De Fay/Magdalene Kassie
Cinematographer: Robert Keitsman
Audio Engineer: Greg Keitsman
Editor: Ashley Dibben
Music Composer: melt 2000
Computer Graphics
Production Company: Flying Fox Productions
Post Production Company: Digital Data Post

Silver

Entrant: Mr Carraway & Co.
Advertiser: Steinhoff International
Product: The Extended Family Programme

Title: Family Matters
Person to Collect Award: Justin Dodd
Account Handler: Michael Lawrence
Creative Director: Mr Dodd
Director: Justin Cohen
Producer: Adam Thal
Scriptwriter: Ms Lang
Cinematographer: Willie Nel
Audio Engineer: Zack Haines
Editor: Bevan Burrow
Music Composer: Benjamin Willem
Computer Graphics: Neenesh Bagwandeem
Production Company: Mann Made Media
Post Production Company: Mann Made Media

Silver

Entrant: VWV
Advertiser: Ikamva la Bantu
Product: Ikamva la Bantu
Title: Ikamva la Bantu
Person to Collect Award: Jon Samuelsson
Account Handler: Andrew Carrick
Creative Director: Caroline Pretorius
Director: Jon Samuelsson
Producer: Alastair Hetherington
Scriptwriter: Annie Steinhobel
Cinematographer: Jon Samuelsson
Audio Engineer: Paolo Mosca
Editor: Alastair Hetherington
Production Company: VWV
Post Production Company: VWV

Bronze

Entrant: O'MAGE Limited
Advertiser: Cotlands
Product: Cotlands Corporate Video
Title: Cotlands Corporate Video
Person to Collect Award: Jason McNamara
Account Handler: Sally Steenkamp
Creative Director: Peter Blond
Director: Jason McNamara
Producer: Sally Steenkamp
Scriptwriter: Gus Silber
Cinematographer: Willem Viljoen and Tim Chevallier
Audio Engineer: Kevin Meyers
Editor: Ruaan Botha
Music Composer: Kevin Meyers
Computer Graphics: Antonio Moreira
Production Company: O'MAGE Ltd.
Post Production Company: O'MAGE Ltd.

Bronze

Entrant: Flying Fox Productions

Advertiser: UNESCO - Discovery Channel

Product: UNESCO Endangered Languages - Baka Tribe Gabon

Title: "Spirits of the forest" Baka Gabon

Person to Collect Award: James Hersov

Account Handler: Barbaraj Snell

Creative Director: James Hersov

Director: Sofia de Fay

Producer: James Hersov

Scriptwriter: Sofia de Fay

Cinematographer: Efpe Senekal

Audio Engineer: Greg Kietsman

Editor: Ben Horter

Production Company: Flying Fox Productions

Post Production Company: Digital Data Post

MULTI SCREEN: CORPORATE

Grand Prix

Gold

Entrant: VWV

Advertiser: SAB Limited

Product: Marketing, Sales and Distribution Conference

Title: Fast Forward

Person to Collect Award: Warren Stewart

Account Handler: Mark Steinhobel

Creative Director: Caroline Pretorius

Director: Warren Stewart

Producer: Ainsley Robinson / Darren Lee

Scriptwriter: Annie Steinhobel / Hilton Mashonga

Cinematographer: Warren Stewart

Audio Engineer: Paolo Mosca

Editor: Zolani Alexander

Music Composer: Robin Walsh

Computer Graphics: -

Production Company: VWV

Post Production Company: VWV

Gold

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Company

Title: Passion

Person to Collect Award: Dominic Black

Account Handler: Mark Steinhobel

Creative Director: Annie Steinhobel

Director: Dominic Black

Producer: Ainsley Robinson / Darren Lee

Scriptwriter: Annie Steinhobel

Cinematographer: Dominic Black

Audio Engineer: Paolo Mosca

Editor: Alastair Hetherington

Music Composer: Alun Richards

Computer Graphics: -

Production Company: VVV

Post Production Company: VVV

Silver

Entrant: VVV

Advertiser: SA Tourism

Product: SA Tourism

Title: Impossible

Person to Collect Award: Warren Stewart

Account Handler: Andrew Carrick

Creative Director: Caroline Pretorius

Director: Warren Stewart

Producer: Ainsley Robinson / Shaun Winkler / Darren Lee

Scriptwriter: Annie Steinhobel

Cinematographer: Warren Stewart

Audio Engineer: Paolo Mosca

Editor: Fidge Roos

Music Composer: Joe Archer / Robin Banks

Computer Graphics: DXF Visual Effects / Orchestra Blue

Production Company: VVV

Post Production Company: VVV

CORPORATE FILM CRAFT

CINEMATOGRAPHY

Gold

Entrant: Fade 2 Black

Advertiser: Gautrans

Product: Gautrans Convention 2003

Title: Hero's

Person to Collect Award: Dominic Black

Gold

Entrant: VVV

Advertiser: SABMiller plc

Product: SABMiller

Title: SABMiller

Person to Collect Award: Theo Pretorius

Account Handler: Mark Steinhobel

Gold

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Passion

Person to Collect Award: Dominic Black

Account Handler: Mark Steinhobel

Silver

Entrant: The African Motion Picture Company Pty (LTD)

Advertiser: The Blue Train

Product: The Blue Train

Title: A window to the soul of Africa

Person to Collect Award: Trevor Brown

Account Handler: Chris West-Russell

Silver

Entrant: Fade 2 Black

Advertiser: Legacy Hotels

Product: Legacy Hotels

Title: Brand Video

Person to Collect Award: Dominic Black

DIRECTION

Gold

Entrant: Fade 2 Black

Advertiser: Gautrans

Product: Gautrans Convention 2003

Title: Hero's

Person to Collect Award: Dominic Black

Gold

Entrant: VWV

Advertiser: SAB Limited

Product: Marketing, Sales and Distribution Conference

Title: Fast Forward

Person to Collect Award: Warren Stewart

Account Handler: Mark Steinhobel

Gold

Entrant: VWV

Advertiser: ABSA

Product: ABSA

Title: Innovations

Person to Collect Award: Jon Samuelsson

Account Handler: Zaine Venter

Silver

Entrant: VWV

Advertiser: SA Tourism

Product: SA Tourism

Title: Impossible

Person to Collect Award: Warren Stewart

Account Handler: Andrew Carrick

Silver

Entrant: The African Motion Picture Company Pty (LTD)

Advertiser: The Blue Train

Product: The Blue Train

Title: A window to the soul of Africa

Person to Collect Award: Justyn Davies

Account Handler: Chris West-Russell

Silver

Entrant: Jumping Dust Productions

Advertiser: Sasol

Product: Internal Product video

Title: The Project

Person to Collect Award: Andrew Grealy

Account Handler: Jumping Dust Productions

Silver

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Passion

Person to Collect Award: Dominic Black

Account Handler: Mark Steinhobel

Silver

Entrant: VWV

Advertiser: SABMiller plc

Product: SABMiller

Title: SABMiller

Person to Collect Award: Theo Pretorius

Account Handler: Mark Steinhobel

SCRIPTWRITING

Gold

Entrant: VWV

Advertiser: SAB Limited

Product: Marketing, Sales and Distribution Conference

Title: Fast Forward

Person to Collect Award: Annie Steinhobel / Hilton Mashonga

Account Handler: Mark Steinhobel

SOUNDTRACK

Gold

Entrant: Fade 2 Black

Advertiser: Gautrans

Product: Gautrans Convention 2003

Title: Hero's

Person to Collect Award: Duncan Todd

Silver

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Legends

Person to Collect Award: Paolo Mosca

Account Handler: Mark Steinhobel

ORIGINAL MUSIC

Gold

Entrant: VWV

Advertiser: SABMiller plc

Product: SABMiller

Title: SABMiller

Person to Collect Award: Alun Richards

Account Handler: Mark Steinhobel

Silver

Entrant: O'MAGE Limited

Advertiser: AngloGold Ashanti

Product: AngloGold Ashanti Corporate Song and Music Video

Title: Here We Stand

Person to Collect Award: Mark Pool / Robin Walsh

Account Handler: Sarah Hooper

EDITING

Gold

Entrant: VWV

Advertiser: SAB Limited

Product: Marketing, Sales and Distribution Conference

Title: Fast Forward

Person to Collect Award: Zolani Alexander

Account Handler: Mark Steinhobel

Silver

Entrant: VWV

Advertiser: Nedcor

Product: Internal Brand Launch

Title: Nth Degree

Person to Collect Award: Alastair Hetherington

Account Handler: Sue Aerts

Silver

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Brands Celebration

Person to Collect Award: Zolani Alexander

Account Handler: Mark Steinhobel

Silver

Entrant: VWV

Advertiser: Miller Brewing Company

Product: Marketing, Sales and Distribution Conference

Title: Legends

Person to Collect Award: Zolani Alexander

Silver

Entrant: VWV

Advertiser: SABMiller plc

Product: SABMiller

Title: SABMiller

Person to Collect Award: Alastair Hetherington

Silver

Entrant: O'MAGE Limited

Advertiser: AngloGold Ashanti

Product: AngloGold Ashanti Corporate Video 2004

Title: AngloGold Ashanti Corporate Video 2004

Person to Collect Award: Thulani "Fish" Masuku

Account Handler: Sarah Hooper

CORPORATE EVENTS

INTERNAL COMMUNICATION - EDUCATIONAL

Gold

Entrant: Unplugged

Advertiser: Standard Bank
Product: Youth market
Title: Crossing line
Person to Collect Award: Sue Melvill
Account Handler: Sue Melvill
Creative Director: Sue Melvill
Director: Claire Stopford
Producer: Sue Melvill
Scriptwriter: Craig Freimond

Gold

Entrant: Tshisa Mining Communication

Advertiser: Anglo coal
Product: safety
Title: Snakes alive
Person to Collect Award: Rick Melvill
Account Handler: Charmane Russel
Creative Director: Rick Melvill
Director: Ellis Pearson
Producer: Sue Melvill
Scriptwriter: Claire Stopford
Performers: BEKHI MKHWANE

Bronze

Entrant: O'MAGE Limited

Advertiser: South African Breweries Ltd.
Product: The Marketing, Sales and Distribution Conference
Title: Serious Play
Person to Collect Award: Graham Edmunds
Account Handler: Natasha Symon
Creative Director: Graham Edmunds
Director: Graham Edmunds
Producer: Natasha Symons
Scriptwriter: Gus Silver
Audio Engineer: Kevin Meyers
Music Composer: Robin Walsh
Performers: Various

EXTERNAL COMMUNICATION - PRODUCT

Gold

Entrant: Dogsbody / Unplugged

Advertiser: Volkswagen
Product: Touareg
Title: We give you the north, south, east and west
Person to Collect Award: Rick Melvill
Account Handler: Lydia Mason
Creative Director: Rick Melvill
Director: Clair Stopford

Producer: Lydia Mason

Scriptwriter: Roslynd Butler

Performers: Aron Daag, Suhala Kashogi, Claudia Holstein, Cassandra Lloyds, Nika Jonkers, Simran Roshan

Gold

Entrant: Fairlady Magazine

Advertiser: Fairlady Magazine and L'Oreal

Product: Fairlady Magazine and L'Oreal

Title: The 23rd Annual South African Fashion Awards

Person to Collect Award: Ann Donald, Editor, Fairlady Magazine

Account Handler: N/A Production handled by Jan Malan, Umzingeli Productions

Creative Director: Martinus Basson and Jan Malan

Director: 8 directors for each segment of the show - refer to entry material

Producer: Jan Malan, Umzingele Products

Bronze

Entrant: VWV

Advertiser: LG South Africa

Product: Digital Home Network

Title: DHN Research Institute

Person to Collect Award: Chantelle Hurford

Account Handler: Andrew Carrick

Creative Director: Caroline Pretorius

Director: Chantelle Hurford

Producer: Dominique Smith

Scriptwriter: Hilton Mashonga

Audio Engineer: Richard Smith

Bronze

Entrant: O'MAGE Limited

Advertiser: Audi, South Africa

Product: Audi A8

Title: Audi A8 Launch

Person to Collect Award: Peter Blond

Account Handler: Joe Shearer and Faye Booyens

Creative Director: Peter Blond

Director: Joe Shearer

Producer: Faye Booyens

Scriptwriter: Katherine Fillmore

Audio Engineer: Kevin Meyers

Performers: Tarnia Norman and Demetris Van Zyl (Choreographers)

EXTERNAL COMMUNICATION - SERVICE

Silver

Entrant: Unplugged

Advertiser: Nedbank Corporate

Product: Investment banking

Title: Sabrage
Person to Collect Award: Rick Melvill
Account Handler: Lydia Mason
Creative Director: Rick Melvill
Director: Claire Stopford
Producer: Lydia Mason
Scriptwriter: Craig Freimond
Performers: Jamie Bartlett / Tony Bentel

THEATRE LARGE EVENTS

Grand Prix

Gold

Entrant: VWV
Advertiser: Miller Brewing Company
Product: Marketing, Sales and Distribution Conference
Title: Passion
Person to Collect Award: Mark Steinhobel
Account Handler: Mark Steinhobel
Creative Director: Mark Steinhobel
Director: Mark Steinhobel
Producer: Chantelle Hurford
Scriptwriter: Mark Steinhobel / Annie Steinhobel
Audio Engineer: AVW New Orleans / Trevor Peters
Music Composer: Robin Walsh

Silver

Entrant: VWV
Advertiser: SAB Limited
Product: Sales, Marketing and Distribution Conference
Title: Fast Forward
Person to Collect Award: Mark Steinhobel
Account Handler: Mark Steinhobel
Creative Director: Caroline Pretorius
Director: Mark Steinhobel / Theo Pretorius / Chantelle Hurford
Producer: Chantelle Hurford
Scriptwriter: Annie Steinhobel / Hilton Mashonga / Gus Silber
Audio Engineer: Johan Giesel
Music Composer: Robin Walsh

Silver

Entrant: Blue Moon Corporate Communications (Pty) Ltd
Advertiser: SABC 1 and RISA (Recording Industry of South Africa)
Product: South African Music Awards
Title: SAMA 9
Person to Collect Award: DJ Grant / D Heslop
Account Handler: Deana Heslop
Creative Director: DJ Grant

Director: John Barker
Producer: Deana Heslop
Scriptwriter: Dzino (Rage Productions) & John Barker
Audio Engineer: Marius Marais

Silver

Entrant: Unplugged
Advertiser: STANDARD BANK
Product: MASS MARKET
Title: CROSSING THE LINE 1
Person to Collect Award: SUE MELVILL AND SARAH ANNE ORPHANIDES
Account Handler: SUE MELVILL
Creative Director: SUE MELVILL
Director: SUE MELVILL
Producer: SUE MELVILL
Scriptwriter: CRAIG FREIMOND

Bronze

Entrant: O'MAGE Limited
Advertiser: DaimlerChrysler South Africa
Product: Mercedes Benz Vito Launch 2004
Title: Mercedes Benz Vito Launch 2004
Person to Collect Award: Graham Edmunds
Account Handler: Graham Edmunds
Creative Director: Graham Edmunds
Director: Graham Edmunds
Producer: Annie de Beer
Scriptwriter: Gus Silber
Audio Engineer: Kevin Meyers

STUDENT CRAFT

ART DIRECTION

Bronze

Entrant: AAA School of Advertising
Advertiser: Clarkes Bookshop
Product: Bookshop
Title: Books
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Caroline Piotrowski
Craftsperson: Wallace Seggie

DESIGN

Gold

Entrant: University of Stellenbosch
Advertiser: n.a.

Product: Magazine
Title: Jas
Educational Institution: University of Stellenbosch
Lecturer: Marthie Kaden
Craftsperson: Larissa Elliott

Silver

Entrant: University of Stellenbosch
Advertiser: n.a.
Product: Corporate Identity
Title: Tsha!
Educational Institution: University of Stellenbosch
Lecturer: Marthie Kaden
Craftsperson: Mireille van Reenen

Silver

Entrant: AAA School of Advertising
Advertiser: N/A
Product: Flatmate
Title: Flatmate
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Clayton Sutherland
Craftsperson: Anna Burton

Bronze

Entrant: University of Stellenbosch
Advertiser: n.a.
Product: Typeface design
Title: Leftism
Educational Institution: University of Stellenbosch
Lecturer: Marthie Kaden
Craftsperson: Daniel Blighnault

ILLUSTRATION

Bronze

Entrant: AAA School of Advertising
Advertiser: Vespa
Product: Vespa Scooters
Title: Show some style
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Rian Swart
Craftsperson: Karen Vermeulen

Bronze

Entrant: AAA School of Advertising
Advertiser: Silwood Kitchen

Product: Silwood Kitchen Cooking School
Title: Introduction to cooking
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Rian Swart
Craftsperson: Karen Vermeulen

Bronze

Entrant: AAA School of Advertising
Advertiser: N/A
Product: Le Bon Bachelor
Title: Bon Appetite
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Clayton Sutherland
Craftsperson: Gabrielle Woker

STUDENT

GRAPHIC DESIGN: FOODSTUFFS

Silver

Entrant: AAA School of Advertising
Advertiser: N/A
Product: Le Bon Bachelor
Title: Bon Appetite
Educational Institution: AAA School of Advertising - Cape Town
Illustrator: Gabrielle Woker
Designer: Gabrielle Woker
Copywriter: Gabrielle Woker

GRAPHIC DESIGN: HOUSEHOLD ITEMS

Gold

Entrant: AAA School of Advertising
Advertiser: N/A
Product: 3M sandpaper
Title: Rough Stuff
Educational Institution: AAA School of Advertising - Cape Town
Lecturer: Clayton Sutherland
Designer: Mia Berry
Copywriter
Scriptwriter

Silver

Entrant: AAA School of Advertising
Advertiser: N/A
Product: Flatmate
Title: Flatmate
Educational Institution: AAA School of Advertising - Cape Town

Lecturer: Clayton Sutherland

Illustrator: Anna Burton

Designer: Anna Burton

GRAPHIC DESIGN: RECREATION AND ENTERTAINMENT

Bronze

Entrant: AAA School of Advertising

Advertiser: N/A

Product: Meccano

Title: Nuts

Educational Institution: AAA School of Advertising - Cape Town

Lecturer: Clayton Sutherland

Designer: David Taylor

POSTER: VEHICLES

Bronze

Entrant: AAA School of Advertising

Advertiser: VW

Product: Beetle

Title: Strategic Ad for World Literacy Day

Educational Institution: AAA School of Advertising - Cape Town

Lecturer: Karen Stewart, Matt Corral, Deirdre van Coller

Art Director: Gillian Benjamin

Illustrator: Ingrid Myburgh

Designer: Kara Wertschnig

Copywriter: Britt-Louise Danneberg, Carien Burger

Scriptwriter

PRINT: HOUSEHOLD ITEMS

Bronze

Entrant: AAA School of Advertising

Advertiser: Sealy

Product: Mattresses

Title: Alarming!

Educational Institution: AAA School of Advertising - JHB

Lecturer: Harry Ferner; Nigel Fox

Art Director: Ben Smiles

Copywriter: Rob Rutherford

PRINT: RECREATION AND ENTERTAINMENT

Gold

Entrant: Student

Advertiser: Jako Swanepoel

Product: Leem - Guitar cables.

Title: Extra long.

Educational Institution: Red & Yellow. School of logic and magic.

Lecturer: Allan Raaff and Brian Searle-Tripp

Art Director: Jako Swanepoel

Illustrator: Jako Swanepoel

Bronze

Entrant: AAA School of Advertising

Advertiser: Bose

Product: Headphones

Title: End of the noise that ruins your sound

Educational Institution: AAA School of Advertising - Cape Town

Lecturer: Rian Swart & Trudy Oosthuizen

Art Director: Brett De Jager

Copywriter: Peri van Papendorp

Source: All results tables supplied by the Marketing Federation of SA - www.mfsa.co.za.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mix magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.
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