

iDidTht.com Craft Awards October 2017: Hats off to Chicken Licken's 'Icelandic Boy'

iDidTht's October SA Film Reel Monthly Craft Awards were judged by Nkanyezi Masango, creative director at King James Group Cape Town, who selected Chicken Licken 'Icelandic Boy' by Alan Irvin from They for Best of Reel for Direction Craft.

Masango picked this Chicken Licken ad for mastery in directing. "It's such an ambitious script, which in the wrong hands, could have easily been an epic disaster. But the director handled the challenge with finesse and great production values. It's shot beautifully, yet feels real with just the right level of subtle humour and flawless performances. Hats off to Alan Irvin, the team and a brave client. The trip to Iceland was well worth it."

Special mentions for the month also went to:

- ABSA 'Cash Don't Pay' by Tebza from Bomb Commercials – Direction Craft
- Original Swimming Party 'Biggest Curse feat. Moonchild' by Amy Allais from Ola! Films (Direction) and Jeremy de Tolly from We Love Jam (Music) – Direction Craft and Original Music / Mix & Final Mix Craft

To view all the winners and entries visit iDidThtEditorial.com.

Every month iDidTht.com teams up with a top local creative director to award the best in film craft by leading production companies in South Africa. Find out how you can enter your work: bit.ly/2xRORKE