

# iDidTht.com Craft Awards September 2017: NSRI's 'People Love the People' moves Roanna Williams

iDidTht's September SA Film Reel Monthly Craft Awards were judged by Roanna Williams, ECD at Joe Public, who selected National Sea Rescue Institute's (NSRI) 'People Love the People' by Marc Algranti at Pulse Music for Best of Reel for Music Licensing Craft.

Williams chose to go for a soundtrack for her Best of Reel. "Yeah, I'm a bit of a softie. It had me on the lyrics: "People help the people. And nothing will drag you down"; and Birdy's version of this song just takes it to a different level. It's the perfect song choice for a piece of film that pays tribute to the selfless, brave, unsung heroes who give up their lives to save lives every day. Nice one Marc Algranti!"

Special mentions for the month also went to:

- Hyundai Elantra 'Elantra' by Paul Ward from 0307 Films – Direction Craft
- British American Tobacco 'Keep It 100' by Amy Allais and Justice Mukheli from Ola! Films – Direction Craft
- Joburg Ballet '#BiteSizeBallet No.2' by Ross Garrett from Darling Films – Direction Craft

To view all the winners and entries visit [iDidThtEditorial.com](http://iDidThtEditorial.com).

Every month [iDidTht.com](http://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](http://bit.ly/2xRORKE)