

Tim Beckerling selects Ari Kruger's hilarious Jakkals 13

IDidTht's April SA Film Reel was judged by multi-award-winning Tim Beckerling, creative director at Network BBDO Johannesburg, who selected *Jakkals 13* by Ari Kruger at Your Girlfriend for Best of Reel for Direction Craft.

[Jakkals13](#) from [Ari Kruger](#) on [Vimeo](#).

"I know I'm an ad guy, but honestly, most ads bore the shit out of me," admits Beckerling. "It's no surprise then that from this month's SA Film Reel my favourite piece wasn't an ad at all." Rather, it's a hilarious story of a sniper plagued by technology, his boss and his roommate. "I actually 'loled' a few times, not the kind where you barely crack a smile and say that you did, actual out loud 'lagging'.

"It is beautifully written, shot and edited with some top-class dialogue and a stellar performance from the lead... It's so rad to see such a high-quality film coming out of South Africa. A lot of time, effort and money goes into these sorts of things and more often than not there is no budget to speak of. Well done to all involved, it's a piece of work you can all be very proud of. P.S.: You can buy me a piece of cheesecake sometime."

A special mention for the month also went to SPCA's *Get This* by Anton Visser at Patriot for Direction Craft, which shows that you can choose your best friend but not your family. "The performances of the leads are dry, funny and real and the contrast between them and the characters that are introduced to the scenes to land the idea are nicely timed. Some good

old comedy to support a cause that's close to my heart. Cheers dudes, nicely done.”

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