

# 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: Adiola 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: Guatrans 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 Grealy

Account Handler: Jumping Dust Productions

Creative Director: Andrew Grealy

Director: Andrew Grealy

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](http://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](http://www.sourceagency.co.za).  
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