



# iDidTht.com Craft Awards July 2018: Tapping into the archives to find an old gem

iDidTht's July SA Film Reel Monthly Craft Awards were judged by Molefi Thulo, creative director at Ogilvy Johannesburg, who selected Mercedes Benz *Return to Chapman's Peak* by Lourens van Rensburg from 7 Films for Best of Reel.

“ The Best of reel goes to... Lourens Van Rensburg for directing Mercedes Benz's *Return to Chapman's Peak*. This mini-documentary taps into the advertising archives to find an old gem and links it to the new to deliver a compelling product demonstration. Some people will remember the powerful message of the original ad, I must say this is just as riveting. The music also does a great job of keeping the suspense going, so well done! — Thulo ”

[Merc\\_SClass\\_ReturnToChapmansPeak\\_Final](#) from [7Films](#) on [Vimeo](#).



#NewCampaign: Mercedes-Benz returns to Chapman's Peak w/ Net#work BBDO

Jessica Tennant 30 May 2018



Special mentions for the month also went to:

- NBL *Daughter* by Rio Allen from Bioscope Films, produced by the Video Cartel – Direction Craft
- Nelson Mandela Foundation / Philips *#shavetoremember* by Kim Geldenhuys from 0307 Films – Direction Craft
- MTN *Laurie Kay Story* by Jeana Theron 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)

For more, visit: <https://www.bizcommunity.com>