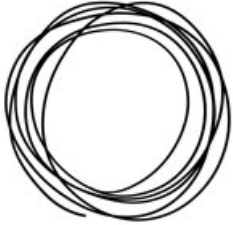


2011 Creative Circle Ad of the Year winners

BBDO South Africa dominated the 2011 [Creative Circle Ad of the Year Awards](#) last night, Thursday, 22 March 2012, at Melrose Arch, Johannesburg. Cape Town-based agency 140 BBDO took first place in Print for Mercedes-Benz "Test Drive", tie-first place in Digital for its Good Hope FM "Mobile Band"; and Net#work BBDO took radio honours for Mercedes-Benz "Avoidance Features". [multimedia]



Matt Riley, head of communications planning at 140 BBDO, says that both campaigns demonstrate the way in which the agency works: one idea that has the ability to span various channels. "In the Mercedes Benz ad, we used multiple [media] in one execution to engage with the consumer: print, digital and experiential."

The same is true for the Good Hope FM campaign, says Riley. "It is a great example of simple, deconstructed digital that is able to generate revenue."

Speaking at the awards, 140 BBDO's MD Eric D'Oliveira said that the agency underwent a name change and behaviour shift in 2011, and the result has been a remarkable turnaround for the business.

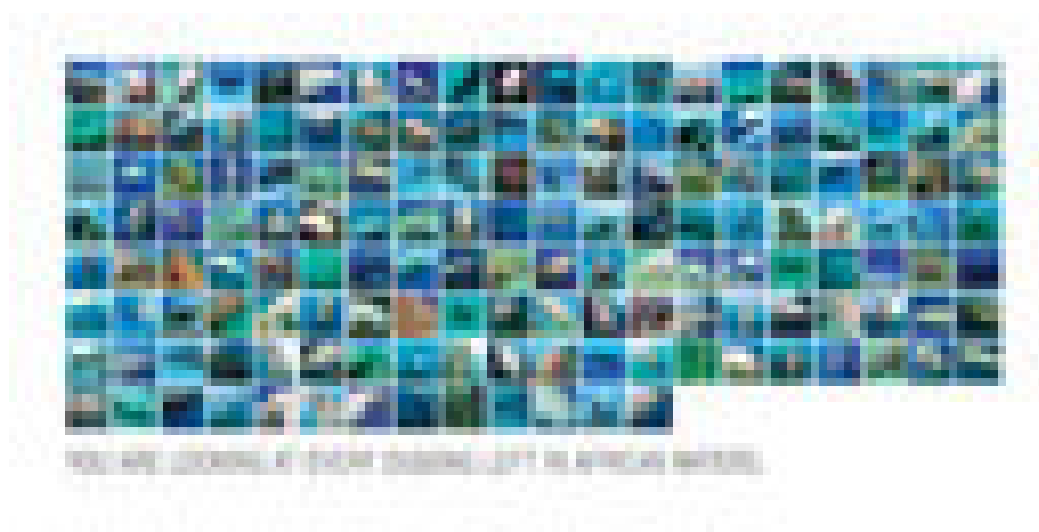
"How gratifying to see us emerge in one short year as the most-awarded integrated agency in the digital category of the 2011 Loerie Awards, as well as in the top two traditional agencies at the digital Bookmark Awards," he said.

All the winners

Print

1.	Agency: 140 BBDO Client: Mercedes-Benz Product: CL 63 AMG Title: Test Drive CD: Mke Schalit/Ivan Johnson AD: Alexis Beckett CW: Johann Schwell/Mike Pearson Photo: Barry White Illustrator: Tafiek Newman Production company: Ground Glass Credits: Daneel Malgas/Prezence Digital/Clinton Mtri/Karen Carr
2.	Volkswagen BlueMotion "The Donated Ad Space Campaign" - Ogilvy Cape Town
3.	Avis/Luxury Car Rental "Reunion" - Ireland/Davenport

Ambient/outdoor



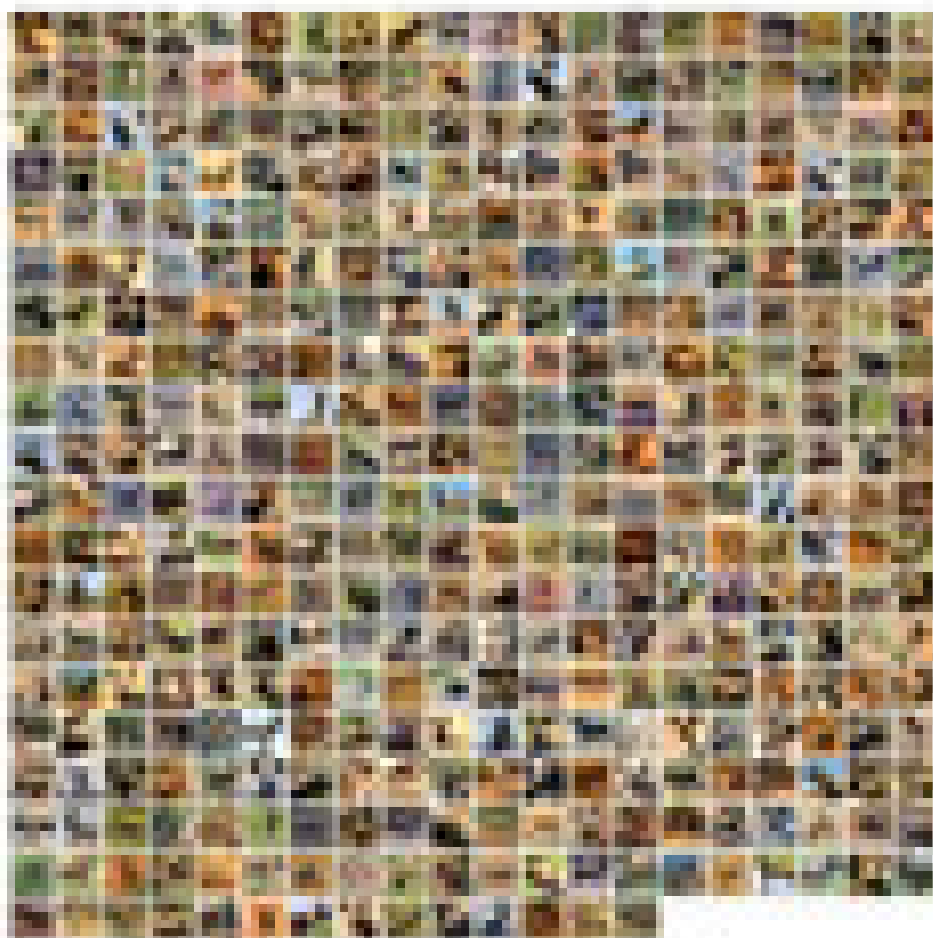
[click to enlarge](#)



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FROM LEFT: CLOTHING, STYLING, AND HAIR; JESSICA LUTHE; IN FUTURE: JESSICA LUTHE



1.	Agency: TBWA/Hunt/Lascaris Johannesburg Client: Endangered Wildlife Trust Product: The Last Ones Left Title: Wild Dog/Wattled Crane/Dunong/Riverine Rabbit/Blue Swallow/Northern White Rhino CD: Adam Weber Group head: Miguel Nunes AD: Lizali Blom CW: Jared Osmond/Lizali Blom Photographer: Donated Images from Wildlife Photographers Image collections/Marti Keyter DTP: Robert McKenzie Production company: E-Graphics
2.	LG Electronics "Washing Tunnel" - Y&R
3.	Volkswagen/Golf 6 "Marching Band" - Ogilvy Cape Town

Film

1.	Agency: Black River FC Client: Nando's Product: Full Pack Meal Title: Last Dictator Standing CD: Ahmed Tilly/Suhana Gordhan AD: Monde Siphamala/Mandie van der Merwe CW: Nhlana Ngcobo/Lufuno Mavhungu/Avish Gordhan Production company: Bouffant Director: Dean Blumberg Editor: Saki Bergh Audio engineer: Alun Richards Audio des: Alun Richards Voice artist: Sello Maake
2.	McDonald's/Kids Parties "Antique Ship/19973 Startcaster/Heirloom Collection" - DDB SA
3.	KFC "So Good" - Ogilvy Johannesburg

Radio

Mercedes-Benz: Bud

[Get the Flash Player](#) to play this.

Mercedes-Benz: Love

Mercedes-Benz: Toby

1.	Agency: Net#work BBDO Johannesburg Client: Mercedes-Benz Product: Avoidance Features Title: Love/Bud/Toby ECD: Rob McLennan CW: Brent Singer/Jenny Glover Production company: First Left Audio engineer: David Law
2.	McDonald's/Kid's Parties "Billy/Theodore/Tiffany" - DDB SA
3.	Energiser/Hearing Aid Batteries - What? Fish Eyes/The Probe Basement/Drunkard" - TBWA/Hunt/Lascaris

Experiential

1.	Agency: Ogilvy Cape Town Client: SAB Product: Carling Black Label Title: Be the Coach CD: Chris Gotz/Tommy Le Roux/Jonathan Lang AD: Jonathan LANG/Delano Chengan/Ben de Villiers CW: Tommy le Roux/Yazeed Solomons/Logan Broadley Production company: Platapus & The Workroom
2.	Wimpy "Braille Burger" - Metropolitan Republic
3.	SAB/Black Label "Carling Not Darling" - Ogilvy Cape Town

Digital

1.	Agency: 140 BBDO Client: Good Hope FM Product: Mobile Title: Mobile Band Media agency: Prezence Category: Digital Agency team: ECD: Ivan Johnson CW: Mike Pearson/Johann Schwella/Daneel Malgas AD: John Letherbarrow
1.	Agency: HelloComputer Client: Musica Product: Flo Browser Title: Musica Flo Browser Category: Digital Agency team: ECD: Mark Tomlinson CD: Simon Spreckly Technical director: Ivo Brodnik Programmer: Riaan van der Westhuizen Strategist/CW: Ivan Ayliffe Designer: Matt Thompson/Dean Broadley
2.	Design Indaba "DIXV Microsite" - Gloo Design/The Jupiter Drawing Room Cape Town

Predictions and public voting

Earlier this week, [ididthatad.com](#) invited top creatives to give their [predictions](#) for the [Creative Circle Ad of the Year Awards](#) and members of the public were asked to vote for their own predictions, too. Voters didn't have to register but the voting system supposedly only allowed them to vote once. ididthatad.com reports 4000 prediction views and around 400 votes.

Category	Actual winner	ididthatad.com guest predictors	ididthatad.com online voting
Print	Mercedes-Benz 'Test Drive'	Volkswagen 'Product Blue Motion Campaign' Mercedes-Benz 'Test Drive' National Geographic 'Kids Mag' Lexus 'Product Advanced Obstacle Detection'	Lifta 'Stairlifts' (40.96%)
Film	Nando's 'Last Dictator Standing'	Nando's 'Last Dictator Standing' McDonald's 'Kids Parties'	McDonald's 'Kids Parties' (31.82%)
Radio	Mercedes-Benz 'Avoidance Features'	Mercedes-Benz 'Avoidance Features'	McDonalds 'Kids Party' (53.13%)
Ambient/outdoor	EWT 'Last Ones Left'	EWT 'Last Ones Left'	EWT 'Last Ones Left' (44.44%)

Experiential	Carling Black Label 'Be The Coach'	Wimpy 'Braille Menu' Brandhouse 'Drive Dry' Carling Black Label 'Be The Coach'	Mr Delivery 'Delivery Service' (40.26%)
Digital	Tie: Good Hope FM 'Mobile' & Musica 'Flo Browser'	Musica 'Flo Browser' Good Hope FM 'Mobile'	FNB 'Online Branded Games' (26.67%) Design Indaba 'DIXV Microsite' (26.67%)

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