

Creative Circle Awards: Local proves it's a winner

By  Danette Breitenbach

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Ogilvy took top honours last night at the Creative Circle's Annual Awards. Ogilvy Johannesburg won the Creative Circle's Annual Individual Agency Award and the Ogilvy Group the Overall Group Award.



Flanked by his wife Tabitha, Alistair King is inducted into the Creative Circle Hall of Fame. Image provided.

The runner-up in both categories is the King James Group. The agency had a lot to celebrate on the night as it also won two of the seven category awards, Digital and Interactive, and Integrated for its Uk'shona Kwelanga campaign for its client Sanlam.

Co-founder and group creative director of the King James Group, Alistair King was also inducted into the Creative Circle Hall of Fame at the event, which took place at Katy's Palace Bar in Sandton, Gauteng.

Constant push to be original

David Krueger and Tammy Retter, group heads at Ogilvy, says being awarded the top accolades at the Creative Circle Awards is testimony to creativity. "Being creative requires hard work and pushing clients to be more original. There is a constant push to be original."

Both also believe it is about trust. "Ogilvy leadership allows us to build relationships of trust and the creativity follows from that."

“ [@OgilvyJoburg](#) wins the individual agency of the year gong at the [@CCreativeCircle](#) awards, with the [@OgilvySA](#) claiming the group agency of the year award. Congrats to the winners! [#stateofcreativity pic.twitter.com/ZILofn3IOV](#)— media update (@mediaupdate) [March 15, 2018](#) ”

King James copywriter, Kagiso Tshepe, is thrilled that the success of the Uk'shona Kwelanga campaign. "This work is essentially South African, so it is inspiring to be recognised for that. It reflects a truly South African experience – there are no international ideas present."

Uk'shona Kwelanga is a campaign for Sanlam's funeral scheme offering that used WhatsApp text messages, voice notes, and videos to tell the story of a family planning a funeral.



Move aside, TV soapiers: Welcome the WhatsApp drama series

Leigh Andrews 29 Jun 2017



Speaking about using WhatsApp as a medium, he says it was a no-brainer. "It's where your audience. However, you need to use the correct language. Digital does not allow for complicated language."

Tshepe adds that it a campaign close to his heart as he went through what the family in the campaign go through a few months before. "The campaign came from an honest place."

Intoxicating joy of being recognised

In accepting his award, Alistair King, confessed that this was "quite a moment for me." He told the gatherers, who gave him a standing ovation twice, that long ago at his first Loeries ceremony in Sun City, he learnt that not all awards are equal. "There are some advertisements anyone can do and then there are ones that solve a tough brief." It is with the second one in mind that he co-founded King James and has approached his work.



#BehindtheSelfie with... Alistair King

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"For me, nothing's more satisfying than to do spectacular advertising for a client that no one really expects it from and it has never been a more important time for agencies in our industry to fundamentally make a difference to the bottom line of our clients' business and not just the already sexy and already award-winning clients, but the clients who have not already tasted the intoxicating joy of being recognised. The transformation of the previously disadvantaged brands, that's my mission and it always will be."

Other winners include TBWA\Hunt\Lascaris Johannesburg in the Experiential category for their client Flight Centre for the campaign Babybot. Grey is the recipient of the Outdoor and Out of Home (OOH) category for its Satellifes campaign for Grey Design. DDB South Africa walked away with the Print category for the campaign "He She - Eric, Ethan, Frasier, Steve" for the Commission of Gender Equality. Ogilvy South Africa's KFC Sad Man Meal won the Radio category while Young and Rubicam took the TV and Cinema category for "Salt Heals Wounds" for client Surfshack.

At the Awards the new Creative Circle chairperson, TBWA\Hunt\Lascaris' CCO Peter Gabriel Khoury for the next two years, was also announced.



"Transformation is a layered word that we need to use to its full potential" - new Creative Circle chair, Pete Khoury

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All the Creative Circle Annual Award Winners: 2017

Digital and Interactive

Entry Agency	Prize	Brand	Title
King James Group	First	Sanlam	UK' Shona Kwelanga
NATIVE VML	Second	HuffPost SA	Stop The Cycle
Ogilvy Johannesburg	Third	KFC	KFC Soundbite Chart

Experiential

Entry Agency	Prize	Brand	Title
TBWA\Hunt Lascaris Johannesburg	First	Flight Centre	BabyBot
TBWA\Hunt Lascaris Johannesburg	Second	Goodbye Malaria	Beautiful Pathogens
NORTH VCA	Third	Polyco	Packa-Ching

Integrated

Entry Agency	Prize	Brand	Title
King James Group	First	Sanlam	UK' Shona Kwelanga
Ogilvy Johannesburg	Second	KFC	KFC Soundbite Chart
Ogilvy Johannesburg	Third	KFC	KFC Suppertime Stories

Outdoor and Out of Home

Entry Agency	Prize	Brand	Title
Grey	First	Satellife	Grey Design
Y&R	Second	Joburg Zoo	Conservation Animals – Frog, Bird, Snake, Bat
Ogilvy Johannesburg	Third	Viacom	MTV #FCKHIV – Blue, Green, Yellow, Pink

Print

Entry Agency	Prize	Brand	Title
DDB South Africa	First	Commission for Gender Equality	He She – Eric, Ethan, Frasier, Steve
FoxP2 Advertising	Second	National Geographic Kids Magazines	Nature never gets old – Frog, Sprout
Joe Public	Third	One School at a Time	Unsanitary Pads

Radio

Entry Agency	Prize	Brand	Title
Ogilvy Johannesburg	First	KFC	Sad Man Meal – No One Cheerses, Long red thin shape, Repeat the Punchline
FCB Africa	Second	Cell C	iGugu – Lebo, Nomsa, Syla
Grey Advertising Africa	Third	Duracell	Times Change, Power Doesn't – Britney, Harry, Paris

TV, Video and Cinema

Entry Agency	Prize	Brand	Title
Y&R	First	Surfshack	Salt
FCB Joburg	Second	South African Tourism	Bheki the uMbaco Maker
FCB Cape Town	Third	Western Cape Government	Safely Home "Boys TVC"

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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