

CREATIVE CIRCLE

## Creative Circle Annual Award Winners: 2017

### Digital & Interactive

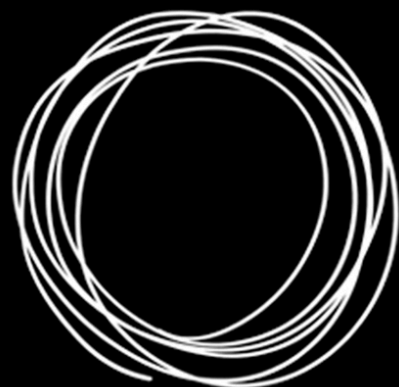
Entry Agency	Prize	Brand	Title
King James Group	First	Sanlam	Uk'Shona Kwelanga
NATIVE VML	Second	HuffPost SA	Stop The Cycle
Ogilvy Johannesburg	Third	KFC	KFC Soundbite Chart

### 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 Supertime Stories



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#### Outdoor & Out of Home

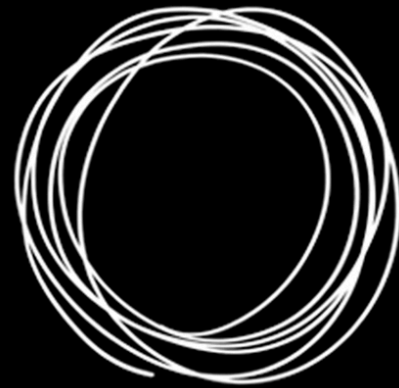
Entry Agency	Prize	Brand	Title
Grey	First	Satellite	Grey Design
Y&R	Second	Joburg Zoo	Conservation Animals – Frog, Bird, Snake, Bat
Ogilvy Johannesburg	Third	Viacom	MTV #FCKHIV – Blue, Green, Yellow, Pink

#### 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, Slya
Grey Advertising Africa	Third	Duracell	Times Change, Power Doesn't – Britney, Harry, Paris



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**TV, Video & Cinema**

<b>Entry Agency</b>	<b>Prize</b>	<b>Brand</b>	<b>Title</b>
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"