

It's a trillion dollar billboard winner once again

The Trillion Dollar billboard campaign, that TBWA\Hunt\Lascaris developed for client *The Zimbabwean* newspaper, satisfied every criterion set by judges, who gave it the top prize in the billboard category and the Overall prize for Best in Show in the annual OHMSA Awards held at the Indaba Hotel in Johannesburg late last week.



Highlighting the plight of the excommunicated newspaper by drawing attention to the oppression of the Mugabe regime and its affect on the Zimbabwean nation, TBWA\Hunt\Lascaris created a billboard made out of the potent symbol of Mugabe's ruinous policies, its own worthless currency. The agency patched together actual Zimbabwean dollars using 100 to 100 trillion Zim Dollar bills and the stabbing copy line 'Thanks to Mugabe, this money is wallpaper' to form the billboard.

Gordon Muller, judge and founder of GSM Quadrant stated, "By using real money, the agency has successfully made the emotional connection with the audience. The timing and unique execution of the campaign was very well done."

The agency received a trip for both of the creatives to attend the annual OBIE Awards in Scottsdale, Arizona, where their winning artwork will be entered into the international competition as well. In addition, it received R200 000 worth of unsold inventory space, courtesy of POP Outdoor, to be granted to *The Zimbabwean*.

Other winners

Coca-Cola's 'Open Happiness' campaign created by The Royal Metropole won the Airport Advertising category. "From the minute you walk into the arrivals hall at Oliver R Tambo International airport, you are greeted with this explosion of colour," says judge of the OHMSA awards Sandra Gordon of Wag the Dog Publishers. "On the pillars, suspended from the ceiling and on the doors, one cannot help but feel excited. This campaign has certainly contributed to a real sense of World Cup fever."

Ogilvy Mather (Johannesburg) won the Retail/Street Furniture section with its street pole advert for DSTV's programme CSI:

Crime Scene Investigation. The application used eye-catching yellow and black artwork and crime scene tape wrapped around street poles. Judges were impressed by the agency's use of the medium. "What makes this campaign an award winner, is the fact that the agency made full use of the medium," remarks Muller. "Instead of simply placing creative on the format given, the agency took it one step further."

Black River FC won the Mobile Media category for South African Breweries. Placed on a bus, the copy reads "Bus fare is cheaper than bail" and, according to OHMSA judge Chris Primos, business director of Blast, it says exactly what it means. "The copy is highly effective on this medium, and the message is clear, don't drink and drive, rather spare the money and take the bus."

Winner of the Ambient Media category was the Durex campaign, Play-O Broken Bed stand at Sexpo, designed by agency MorrisJones&co. Featuring a bedroom in disarray, complete with a broken bed and smashed mirror, this entry brought a few wry smiles to the faces of the judges. "This is definitely very relevant to its setting," remarks Primos. "It certainly involves the audience."

Rest of Africa

This year the awards extended its categories to include the Rest of Africa category. "African entries are a different animal when compared to the creative we get in South Africa," says Gordon. "In terms of technology and exposure to different creative work they are a bit behind. That does not take away from the fact that we have been pleasantly surprised by the calibre of entrants in the category."

Brand-Line Africa beat the competition with its campaign for First National Bank's cellphone banking service. "What this campaign shows is an intelligent sell of the service offered," says judge Dave East, owner of E-Pro Trading. "The copy is simple, easily visible and the die-cut of the man on top of the billboard using his cellphone sums up the core message."

Student entries

Student entries were vastly improved this year. AAA School of Advertising student, Clayton Swartz, made four submissions showing creative executions for taxis, street poles and wall art. One campaign won easily, CSI: Crime Scene Investigation in the ambient medium. "If this campaign was entered into the professional Ambient category, it would certainly make a worthy winner," says judge Tony Koenderman, and editor of AdReview. Primos added, "Without a doubt, this was the clear winner. It was intelligent, well thought out and very relevant to the medium."

Les Holley presented Swartz and copywriter, Confidence Seleme, a R10 000 bursary each.

No electronic winners

Although commendable and finalist submissions were judged for Electronic and Internally Illuminated Billboard categories, judges felt that the creative entries did not provide any winners this year.

The awards were held on Thursday, 25 February 2010.