

AdFocus Awards announces *Financial Mail* Creative Challenge finalists

The AdFocus Awards have announced the top four finalists of the *Financial Mail* Creative Challenge.



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The *Financial Mail* Creative Challenge print-advertising contest provides art directors and copy-writers an opportunity to deliver high impact, tactical print ads for their clients in order to gain free placement in the weekly *Financial Mail* magazine. Weekly winning ads published in the *Financial Mail* during September and October 2018, were shortlisted to four finalists by *Financial Mail* editor, Rob Rose.

The shortlisted finalists are:

Hills: Fat cats costing you money?

Agency: Kilmer & Cruise – with creative team of Danny de Nobrega, Francois Wessels, and Lohann Beets.

Client: Hill's Pet Nutrition

Kameraz: with an execution that included *Financial Mail*'s Property images encroaching on the advert...

Agency: Abnormal – with creative team of Michael Neser, Wynand Botha, and Hannes Koegelenberg.

Client: Kameraz

Kulula: The only green that gets you high in public

Agency: McCann Johannesburg – with creative team of Kgosi Mogorosi, Steve Myhill, and Jonathan Stonier.

Client: Kulula.com

Takealot: Some of my best friends are white...

Agency: M&C Saatchi Abel – with creative team of Ntobeko Ximba, Lizelle Durandt, Meaghan Essel, and Tennessee Barber.

Client: Takealot.com



Celebrating the power of print

“The Creative Challenge reinforces our commitment to creative excellence, and creates a unique opportunity for agencies to produce added value for their clients by getting them published in the *Financial Mail*. It’s been another exciting campaign to celebrate the power of print,” says Reardon Sanderson, GM: group sales and marketing at Tiso Blackstar.

The AdFocus panel will decide the overall *Financial Mail* AdFocus Creative Challenge winner for 2018, which will be announced at the annual AdFocus Awards on 27 November 2018.

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