

Quirk eMarketing wins Silver in Caples

NEW YORK, US: Quirk eMarketing was awarded Silver in this year's Caple Awards. The agency received the Special Award: Creative Use of Technology, for their entry 'Hogwarts Wizarding Class' for Warner Bros. There were also a number of South African finalists in the awards - see table.



The John Caples International Awards, produced by Haymarket Media US in collaboration with the Caples Organization, honours the most creative solutions to marketing problems.

| Category | Award | Entry | Agency | Client | ECD | CTO |
|---|----------|--------------------------------|-------------------|--------------------------------------|------------------------------------|-----------|
| Special Award: Creative Use of Technology | Silver | Hogwarts Wizarding Class | Quirk eMarketing | Warner Bros. | Emma Carpenter | Craig Raw |
| Integrated | Finalist | Lunch is on me | Draftcb Cape Town | Peninsula School Feeding Association | Francois de Villiers, Glynn Venter | |
| Microsite | Finalist | Retrenchyourself.com | Draftcb Cape Town | Distell-Savanna | Glynn Venter | |
| Social Media | Finalist | Free The Web SA | Quirk eMarketing | MWEB | Craig Raw | |
| Print Ad | Finalist | You Can't Teach a Hungry Child | Draftcb Cape Town | Peninsula School Feeding Association | Francois de Villiers | |
| Print Collateral, Non Mail | Finalist | Lifestyle Wraps | Draftcb Cape Town | Santam | Glynn Venter | |

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