Conclusion of second annual Reggie Candappa Awards



Upafi Heroth, Creative Oireaor, Bores Asia, presents the award for the cinematography category to Video Image for GlaxoSmithKline. Cinematographer Channa Deshapriya receives the award.

The second Reggie Candappa Creative Awards came to a conclusion in December. This year, the ‘Reggies’ – as it is popularly referred to – drew in over 400 entries in comparison to 100 in the inaugural edition the previous year. The competition was expanded to encompass a television category, in addition to all forms of above and below-the-line print ads. The entries submitted had to be published or aired in the past year. Chandini Rajaratnam, Vice President & ECD, JWT, who was the head of the panel of judges for the print category, said that the Reggies would make creative people realize the importance of the different elements that go into making a truly great ad. “Hopefully they will start thinking a lot more about typo, photography, illustration and copy than they did before;’ she said.

A separate panel which judged the television category was headed by Steve de Zilwa, Managing Director, Wrap Factory. He commented, “I was particularly pleased to note a remarkable improvement in the quality of cinematography. I can only hope that the Reggie Candappa Awards continues in its quest to credit the

achievements of all the individual talent in the industry.” JWT won major honors in the print category, while Video Image and Grant Mccann Erickson won in the television category. Leo Burnett made a clean sweep in the best use of photography category and Triad won the only award in the logo category. The Reggie Candappa Foundation for the Arts conducts the Reggies. The awards pay tribute to a man whose contribution to Sri Lanka’s advertising industry has been immeasurable.