

Zwelakhe Zee Tshabangu gives big ups to 'Safely Home', 'Pocket'

IDidTht's July SA Film Reel was judged by Zwelakhe Zee Tshabangu, founder and ECD of The Make Beautiful Agency, who selected Western Cape Government's 'Safely Home' #ItCanWait by Jason Fiakov from Egg Films and Channel O's 'Pocket' by SJ Myeza from 7Films, both for Best of Reel for Direction Craft.

Tshabangu believes the Western Cape Government's 'Safely Home #ItCanWait' campaign is a worthy winner. "Texting and driving lead to so many unnecessary accidents and worse, deaths. Yet we continue to do it but after seeing this ad, I think we may stop 'cause we can hardly text and walk. So, believe you me, what ever it is, it can wait. The use of "CCTV" style as that eye in the sky, always observant when we aren't was really cool. A lot of work gets done in the Road Safety space, seldom is it humorous hence this piece stands out. Once the director lures us in, we can't help but wait for the next scene of a human being all consumed with their smart phone. I also saw myself in the ad."

And he thought Myeza handled Channel O's 'Pocket' delicately. "The subject matter is a sensitive one. A part of our dark history. He welcomes us into a teenage girl's world, full of life and promise but the end leaves you with a lump in your throat. Well done to SJ and his team. And oh, big ups on his Cannes Gold win as well..."

Special mentions for the month also went to:

- Metropolitan '#ISeeYou' by Sunu from Egg Films – Direction Craft
- Otees 'Bubblegum' by Lourens Van Rensburg from 7Films – Direction Craft
- Ivory Tracker 'Amarula' by The Upstairs Ludus – Grade and Online Craft

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