

Clive Will's winning streak with anti-apartheid museum campaign

Velocity Films director Clive Will has been notching up accolades around the globe for his recent spate of commercials and has just added two more bronze awards to his collection.

The awards were won at the YoungGuns held in Sydney on Friday. The two awarded commercials are "Redhead" and "Koeberg", which are part of the successful three spot Apartheid Museum campaign.

The third commercial, "Swimmers" was recently awarded a Bronze Lion at Cannes, as well as being included in the Gunn Report (Top 100 commercials worldwide) for 2003.

The ads were shot in collaboration with TBWA Gavin Reddy Hawn and use ridiculous scenarios such as banning redheads from public transport or banning women from swimming pools to convey the absurdity of Apartheid, all with the payoff line "If you don't believe this could happen, visit the Apartheid Museum."

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