



Meerkats stand up

■ Russell Quinn

WA creative agency Meerkats has created history this week winning an unprecedented two silver lions at the Cannes Lions International Advertising Festival.

Industry players suggest this was a tremendous accomplishment for a Perth-based outfit, firstly winning a silver lion in the radio category and then another in the film category.

The silver lions were awarded for the agency's work in the highly competitive health insurance market after launching HBF's emotional campaign last September with the tag line "your health is all that matters".

Canadian-born senior copywriter Kurt Beaudoin, who was largely responsible for the winning ads, joined Meerkats a little over a year ago after parting ways with The Brand

Agency.

The Brand Agency strategic planning director Paul Yole wrote on the Campaign Brief website that he was extremely jealous.

"Looking through the screening of Silver and Gold last night, the standard was very high," Mr Yole wrote from Cannes.

Festivities for the agency will be shifted into high gear next month in line with the company's sixth birthday which Meerkats creative director Mike Edmonds said will serve as a joint celebration for all his "kats".

"Everybody has always called Meerkats a bit of grand experiment and it's very reassuring and fulfilling to know that this idea we had is actually the right way to go," he said.



TOP GONG: Meerkats' Mike Edmonds (left) and Kurt Beaudoin were delighted to win two international advertising awards. **Photo:** Grant Currall