

SMARTIES

BUSINESS IMPACT INDEX

BUSINESS IMPACT INDEX AFRICA

BII is the first and only global mobile marketing index that identifies, ranks and awards top agencies, advertisers, brands and technology enablers driving significant business impact through modern marketing across the global MMA's 14 regions Entrants are automatically submitted into the Index after winning a SMARTIES Award in-country at the 2021 galas and adjudicated according to WARC's criteria.

CREATIVE AGENCY

Rank	Agency	Agency Location	Country	Region
1	Wunderman Thompson	Johannesburg	South Africa	Africa
2	Leo Burnett	Beirut	Lebanon	Africa
3	DUKE	Cape Town	South Africa	Africa
4	VMLY&R	Cape Town	South Africa	Africa
4	Ogilvy	Cape Town	South Africa	Africa
6	BRAND Et Al	Pretoria	South Africa	Africa
7	Metro8909	Johannesburg	South Africa	Africa
7	Khangarue Media	Dar es Salaam	Tanzania	Africa

Media agencies regional

Rank	Agency	Agency Location	Country	Region
1	Zenith	Johannesburg	South Africa	Africa
2	Intimedia	Sandton	South Africa	Africa
3	PHD	Cape Town	South Africa	Africa
4	Kagiso Manzana	Johannesburg	South Africa	Africa
5	Magna	Cairo	Egypt	Africa
6	UM	Cairo	Egypt	Africa
6	The Media Shop	Johannesburg	South Africa	Africa
8	Durham	Cape Town	South Africa	Africa

SMARTIES

BUSINESS IMPACT INDEX

Digital agencies regional

Rank	Agency	Agency Location	Country	Region
1	Yonder	Johannesburg	South Africa	Africa
2	Hellosquare	Durban	South Africa	Africa
3	Mark1	Cape Town	South Africa	Africa
3	Oliver South Africa	Randburg	South Africa	Africa
5	Positive Dialogue	Cape Town	South Africa	Africa
6	Digitas Liquorice	Cape Town	South Africa	Africa
6	Rooftop	Gqeberha	South Africa	Africa
	Brainbow Conscious			
8	Creatives	Johannesburg	South Africa	Africa
8	Edelman	Johannesburg	South Africa	Africa
10	Flow Communications	Johannesburg	South Africa	Africa
10	Reload	Kloof	South Africa	Africa

Solution provider regional

Rank	Tech provider	Location	Region	Type
1	AdColony	South Africa	Africa	Solution Providers
2	Futuretech Media	South Africa	Africa	Solution Providers
3	PR Machine	South Africa	Africa	Solution Providers
3	MatchKit	South Africa	Africa	Solution Providers
5	Praekelt Consulting	South Africa	Africa	Solution Providers
6	AYM Commerce	Lebanon	Africa	Solution Providers
7	Digify Africa	South Africa	Africa	Solution Providers
8	Vodacom	South Africa	Africa	Solution Providers
9	Mobiclicks	South Africa	Africa	Solution Providers
10	Bluegrass Digital	South Africa	Africa	Solution Providers
10	LocumBase	South Africa	Africa	Solution Providers
12	Silverpush	Egypt	Africa	Solution Providers
13	Upstream	South Africa	Africa	Solution Providers

SMARTIES

BUSINESS IMPACT INDEX

Agency networks

Rank	Agency network
1	Duke Group
2	GroupM
2	The Brandtech Group
4	Wunderman Thompson
5	Zenith
6	Leo Burnett
7	Ogilvy
7	PHD Worldwide
7	VMLY&R
10	Digitas
11	IPG Mediabrands
12	DJE Holdings
13	Et Al
14	Grey Group
14	TBWA Worldwide
14	The Jupiter & Partners

SMARTIES

BUSINESS IMPACT INDEX

Brands Africa

Rank	Brand	Product Category
1	MatchKit	Media & Publishing
1	KFC	Retail
3	Tinkies	Food
4	JIVE	Soft Drinks
5	Ariel / Tide	Household & Domestic
6	Vodacom	Technology & Electronics
6	Checkers Xtra Savings	Retail
6	Solidarity Fund	Non-profit, public sector & education
9	Albany	Food
9	Wuhu Rewards	Retail
9	Converse	Clothing & Accessories
9	Vicinity Media	Media & Publishing
9	Shield	Toiletries & Cosmetics
14	OMO	Household & Domestic
14	Facebook	Media & Publishing
14	First for Women	Financial Services
14	Aromat	Food
14	Disney	Media & Publishing
19	KOO	Food
19	Galito's Flame Grilled Chicken	Retail
19	Samsung Galaxy	Technology & Electronics
19	Nando's	Retail
19	PEP Stores	Retail
24	Lux	Toiletries & Cosmetics
24	United Nations Office for the Coordination of Humanitarian Affairs	Non-profit, public sector & education
24	Anheuser-Busch InBev	Alcoholic Drinks
24	SmartStart	Non-profit, public sector & education
28	Sanofi	Pharma & Healthcare
28	Coca-Cola	Soft Drinks
28	Hellmann's	Food
28	South Africa Government	Non-profit, public sector & education
28	Sanlam	Financial Services

28	Bio-Oil	Toiletries & Cosmetics
28	Sensodyne	Toiletries & Cosmetics
28	OLA South Africa	Food
28	RisCura	Financial Services
28	Standard Bank	Financial Services
28	Lexus	Automotive
28	South African Tourism	Transport & Tourism
28	Philips	Technology & Electronics
28	Dexter Dance School	Leisure & Entertainment
28	PlayStation	Technology & Electronics
28	Reboost Energy	Soft Drinks
28	Orijin	Soft Drinks
28	whatsfordinner	Food
28	Absa Bank	Financial Services
28	Montego Pet Nutrition	Household & Domestic
48	Dasani	Soft Drinks
49	White Star Super Maize Meal	Food
49	BMW	Automotive
49	Nescafe	Soft Drinks
49	Ferrero Rocher	Food
49	AVBOB	Financial Services
49	Tracker CareGuard	Technology & Electronics
49	Corteva Agriscience	Business & Industrial
49	Jaguar	Automotive
49	MTN	Technology & Electronics
58	Rexona	Toiletries & Cosmetics
58	Lipton	Soft Drinks
60	GlaxoSmithKline	Pharma & Healthcare
60	Maybelline	Toiletries & Cosmetics
60	Dr Oetker	Food
60	Desmond & Leah Tutu Legacy Foundation	Non-profit, public sector & education
60	PAXI	Business & Industrial
60	Voltaren	Pharma & Healthcare
60	The South African Presidency	Non-profit, public sector & education
60	Shoprite Xtra Savings	Retail
60	Fundi	Financial Services
60	Nampak	Business & Industrial
60	Med-Lemon	Pharma & Healthcare
60	Unilever	Toiletries & Cosmetics

SMARTIES

BUSINESS IMPACT INDEX

Advertisers_Africa

Rank	Advertiser
1	Unilever
2	Tiger Brands
3	MatchKit
3	Yum! Brands
5	The Beverage Company
6	South Africa Government
7	Shoprite Holdings
8	Procter & Gamble
9	Vodafone
10	Vicinity Media
10	Nike
12	The Walt Disney Company
12	Telesure
12	Meta
12	Pepkor
16	Galito's
16	Nando's
16	Samsung
19	GlaxoSmithKline
20	Praekelt Consulting
20	United Nations
20	Anheuser-Busch InBev
23	The Coca-Cola Company
24	Diageo
24	Philips
24	Union Swiss
24	Standard Bank Group
24	Toyota Motor Corporation
24	RisCura
24	Sanlam
24	Absa Group
24	Sony
24	Montego Pet Nutrition
24	South African Tourism
24	Dexter Dance School
24	Sanofi

37	Tata Group
37	BMW
37	DowDuPont
37	MTN Group
37	Nestlé
37	Ferrero International
37	White Star
37	AVBOB
37	Tracker
46	L'Oréal
46	Fundi Capital
46	Oetker Group
46	The South African Presidency Desmond & Leah Tutu Legacy Foundation
46	Nampak