

CAMPAIGN	AGENCY
<b>41) Marketing Impact : Brand Experience</b>	
Nando's Bright Sides	VMLY&R
MTN Helps Youth Hustle Harder And Smarter	PHD Media
Heineken All-Invitational	Machine_
#XibelaniMoves	Wunderman Thompson South Africa, Entravision 365
KFC Micro Soccer: Unlocking The Power of Connected Brands	YONDER
<b>42) Marketing Impact : Instant Impact</b>	
Checkers Sixty60 - App Only Deals	ShopriteX, Shoprite Group of Companies
Xtra Savings INSTANT Cash, INSTANT Reward	ShopriteX, Shoprite Group of Companies
Nando's Bright Sides	VMLY&R
DialaCoke 2022	SilverstoneCIS
<b>43) Marketing Impact : Lead Generation</b>	
RE/MAX The Sign You Want. The Agent You Need.	Mark1 Media
DialaCoke 2022	SilverstoneCIS
Shyft Global Money App	Mindshare South Africa
<b>44) Marketing Impact : Product / Service Launch</b>	
Xtra Savings INSTANT Cash, INSTANT Reward	ShopriteX, Shoprite Group of Companies
The Perfect Match: Xtra Savings and Sixty60	ShopriteX, Shoprite Group of Companies
The SuperSport app experience – your personalised sports companion	iProspect
Magnum Pints	Oliver Marketing (Ustudio)
TymeBank New Features Competition	King James Digital part of Accenture Song
<b>45) Marketing Impact : Partnerships Marketing</b>	
Checkers Sixty60: It's cheaper to get it delivered – confirmed by the AA	ShopriteX, Shoprite Group of Companies
THIRSTI Take a Sip To Extraordinary	Gorilla
Windhoek: 100% Beer 100 % Success	Digital Turbine and Dentsu Red Star
Vodacom Anti-Hijack Campaign in partnership with Waze	Vicinity Media
<b>46) Marketing Impact : Customer Life Cycle Marketing</b>	
Xtra Savings INSTANT Cash, INSTANT Reward	ShopriteX, Shoprite Group of Companies
Digicel More Ways to Win	SilverstoneCIS
BrandMapp Insight Survey	SilverstoneCIS

## PURPOSE DRIVEN MARKETING

CAMPAIGN	AGENCY
<b>47) Purpose Driven Marketing : Social Impact Marketing</b>	
Better Now. Better Future.	Hellosquare
Loyalty Data for Good: How loyalty data is enabling financial inclusion	Omnisient
Kasi Heroes	Hellosquare
KNORROX FEEDS NUTRITIONAL SUSTENANCE TO DATA-STARVED CONSUMERS	PHD Media
Unilever's Every U Does Good Campaign: Driving Positive change in local Communities	PHD Media
<b>49) Purpose Driven Marketing : Diversity &amp; Inclusion</b>	
Heineken All-Invitational	Machine_
Kasi Heroes	Hellosquare
<b>51) Purpose Driven Marketing : Sustainability ( Brand &amp; Product &amp; Initiative)</b>	
Unilever's Every U Does Good Campaign: Driving Positive change in local Communities	PHD Media
<b>52) Purpose Driven Marketing : Pending Multilingual Marketing Efficiency Award</b>	
Checkers Sixty60: It's cheaper to get it delivered – confirmed by the AA	ShopriteX, Shoprite Group of Companies
Checkers Sixty60 - App Only Deals	ShopriteX, Shoprite Group of Companies
Nazo Meals   Shadrack The Smart Spenda	McDonald's South Africa
Xhosa-fying Halloween	Machine_

## IMPACT MEDIA

CAMPAIGN	AGENCY
<b>53) Impact Media : Cross Platform - All media</b>	
MTN Helps Youth Hustle Harder And Smarter	PHD Media
Small Size, Big Impact: Checkers Little Shop 3	Shoprite Group
Give Me Strength	Hellosquare
<b>54) Impact Media : Cross Platform - Digital only</b>	
Nando's Bright Sides	VMLY&R
A Leading Paediatric Offering	Futuretech Media
Digicel West Indies Get More This Summer	SilverstoneCIS
CAMPAIGN	AGENCY
<b>55) Impact Media : New Tech / channel</b>	
KFC Micro Soccer: Unlocking The Power of Connected Brands	YONDER
InMobi and Mediacom Innovative Ad Experience Delivers Over 6.3M Impressions for The Coca-Cola Company in South Africa	InMobi
Checkers Xtra Savings AI Art	ShopriteX, Shoprite Group of Companies
RE/MAX pDOOH campaign	Mark1 Media
CAMPAIGN	AGENCY
<b>56) Impact Media : Gaming, Gamification &amp; E-Sports</b>	
BMW 2 Series Coupe	Futuretech Media
Time for Tinkies Challenge	Entravision 365 Digital
Digicel More Ways to Win	SilverstoneCIS
Unrivalled Performance with Mercedes & Digital Turbine	Digital Turbine and OMD
<b>58) Impact Media : Creator Economy (partnership with brands and creators)</b>	
MTN Helps Youth Hustle Harder And Smarter	PHD Media
#WhatTheFanta Social Media & Influencer Campaign	Wunderman Thompson SA

## IMPACT MEDIA

<b>59) Impact Media : Social Media Marketing</b>	
Heineken All-Invitational	Machine_
#XibelaniMoves	Wunderman Thompson South Africa, Entravision 365
KFC 50 Years of Finger Licken' Good	Entravision 365 Digital
<b>60) Impact Media : Influencer Marketing</b>	
#WhatTheFanta Social Media & Influencer Campaign	Wunderman Thompson SA
Xhosa-fying Halloween	Machine_
Kasi Heroes	Hellosquare
Shield 21 Day Workout	Oliver Marketing (Ustudio)
Uz'bheke - Check Yourself	Wunderman Thompson South Africa
<b>61) Impact Media : Social Messaging / Chat Apps / Text Messaging</b>	
DStv Assist	Helm
BiP Hub, Market Place and Messaging Engagement	SilverstoneCIS

## EXPERIENCE TECHNOLOGY

CAMPAIGN	AGENCY
<b>63) Experience Technology : Audio/Voice/Sonic Branding</b>	
XXL Moments	Hellosquare
<b>64) Experience Technology : XR Technology – (AR/VR/MR)</b>	
KFC Micro Soccer: Unlocking The Power of Connected Brands	YONDER
Checkers Xtra Savings AI Art	ShopriteX, Shoprite Group of Companies
NAMPO VR Experience	Lumico
GOtv GOATs Smart NFT Campaign (Proof of Concept)	YONDER
<b>65) Experience Technology : Experimental Technology</b>	
Checkers Xtra Savings AI Art	ShopriteX, Shoprite Group of Companies
<b>66) Experience Technology : Geo Targeting</b>	
Kentucky Town Cape Town	Mindshare South Africa
Vodacom Anti-Hijack Campaign in partnership with Waze	Vicinity Media
DealFeed - Makro 51 Years of Great Savings	Vicinity Media
<b>67) Experience Technology : Digital Out-of-Home (DOOH)</b>	
RE/MAX pDOOH campaign	Mark1 Media
Multichoice Data-Driven Dynamic DOOH	iProspect - Dentsu

## WEB 3

CAMPAIGN	AGENCY
<b>70) Web 3.0 : Data Insights</b>	
Windhoek: 100% Beer 100 % Success	Digital Turbine and Dentsu Red Star
Digicel More Ways to Win	SilverstoneCIS
Loyalty Data for Good: How loyalty data is enabling financial inclusion	Omnisient
<b>71) Web 3.0 : Intelligent Devices</b>	
GUGU	Grey
<b>73) Web 3.0 : Real Time Marketing</b>	
Nando's Bright Sides	VMLY&R
BiP Hub, Market Place and Messaging Engagement	SilverstoneCIS
SportsMax SWC Football Match Predictor Game	SilverstoneCIS
Barbie Shoppable Media	Futuretech Media
<b>75) Web 3.0 : Blockchain &amp; NFT ( Non Fungible Token)</b>	
Comedy Bar NFT	Grey
GOTV GOATs Smart NFT Campaign (Proof of Concept)	YONDER

## E-COMMERCE MARKETING

CAMPAIGN	AGENCY
<b>76) E-commerce marketing : Integrated Ecommerce Innovation</b>	
The Perfect Match: Xtra Savings and Sixty60	ShopriteX, Shoprite Group of Companies
Nando's Bright Sides	VMLY&R
The Digital Media Collective (TDMC)   Futurelife	TDMC
Heineken's Shoppable Media Solution	Futuretech Media
<b>78) E-commerce marketing : O2O / New Retail / Innovative Sales Channels</b>	
DealFeed - Makro 51 Years of Great Savings	Vicinity Media
<b>79) E-commerce marketing : Social / Influencer Commerce</b>	
Game Black Friday & Cyber Monday Web Traffic Campaign	Nfinity Influencer

## CREATIVE

CAMPAIGN	AGENCY
<b>83) Creative : Customer Experience (CX)</b>	
DStv Assist	Helm
<b>85) Creative : Personalisation</b>	
InMobi and Mediacom Innovative Ad Experience Delivers Over 6.3M Impressions for The Coca-Cola Company in South Africa	InMobi
Magnum Pints	Oliver Marketing (Ustudio)
<b>86) Creative : Short or Long Form video</b>	
THIRSTI Take a Sip To Extraordinary	Gorilla
28 Days Till 28 May	Hellosquare
Heineken Cheers to All Fans	Digital Turbine and Dentsu Red Star
Better Now. Better Future.	Hellosquare