

MMA
SMARTIES MARKETING CATEGORY
SOUTH AFRICA

IN PARTNERSHIP WITH



Brand Awareness

GOLD:

CAMPAIGN: South Africa Crowdfunds Medal Bonuses for our Olympians

BRAND: MatchKit

AGENCY: MatchKit and PR Machine

SILVER

CAMPAIGN: Born This Way

BRAND: Lux, Unilever

AGENCY: PHD Media, Edelman and JWT

BRONZE

CAMPAIGN: Converse Connects with Consumers through captivating Mobile Video Execution with AdColony

BRAND: Skye Distribution / Converse

AGENCY: AdColony & Intimedia

Lead Generation / Direct Response / Conversions

GOLD

CAMPAIGN: Facebook Flavoured Tinkies

BRAND: Tinkies

AGENCY: Hellosquare

SILVER

CAMPAIGN: KFC Vernac Test

BRAND: KFC South Africa

AGENCY: Yonder Media

BRONZE

CAMPAIGN: 1st for Women Insurance - Defender Campaign

BRAND: 1st for Women Insurance

AGENCY: Telesure Insurance Holdings (TIH)

Product / Services Launch

GOLD

CAMPAIGN: Facebook Flavoured Tinkies

BRAND: Tinkies

AGENCY: Hellosquare

BRONZE

CAMPAIGN: Are You Bold Enough?
BRAND: Galito's Flame Grilled Chicken
AGENCY: Hellosquare

Promotion NEW

GOLD

CAMPAIGN: KFC Virtual Buckets "gold hunt"
BRAND: KFC South Africa
AGENCY: Yonder Media

Special Edition Pending / Multi-lingual Award

GOLD

CAMPAIGN: KFC Vernac Test
BRAND: KFC South Africa
AGENCY: Yonder Media

GOLD

CAMPAIGN: Nando's Voice of The People
BRAND: Nando's
AGENCY: VMLY&R

BRONZE

CAMPAIGN: Aromat Comedy Club Season 2
BRAND: Aromat
AGENCY: Oliver Marketing (Ustudio)



Mobile Gaming, Gamification & E-Sports

GOLD:

CAMPAIGN: KFC Virtual Buckets "gold hunt"
BRAND: KFC South Africa
AGENCY: Yonder Media

SILVER

CAMPAIGN: Checkers Xtra Savings Spin2Win
BRAND: Checkers Xtra Savings
AGENCY: Shoprite

BRONZE

CAMPAIGN: Converse Connects with Consumers through captivating Mobile Video Execution with AdColony

BRAND: Skye Distribution / Converse

AGENCY: AdColony & Intimedia

BRONZE

CAMPAIGN: Disney's Luca's meaningful Mobile Video Execution with AdColony

BRAND: Disney

AGENCY: AdColony & Zenith

Mobile App

GOLD

CAMPAIGN: SA Hockey crowdfunds its way to the Olympics

BRAND: MatchKit

AGENCY: MatchKit and PR Machine

BRONZE

CAMPAIGN: #TheHumanRace

BRAND: United Nations Office for the Coordination of Humanitarian Affairs

AGENCY: Rooftop

BRONZE

CAMPAIGN: Bio-Oil Internal Brand Communication Platform

BRAND: Bio-Oil

AGENCY: Bluegrass Digital

Social Media Marketing NEW

GOLD

CAMPAIGN: Dala Your Colour

BRAND: JIVE

AGENCY: Mark1 in partnership with DUKE Advertising and Positive Dialogue

SILVER

CAMPAIGN: Be the Light

BRAND: Vodacom South Africa

AGENCY: Wunderman Thompson South Africa

BRONZE

CAMPAIGN: Are You Bold Enough?

BRAND: Galito's Flame Grilled Chicken

AGENCY: Hellosquare

Social Messaging / Chat Apps / Text Messaging NEW

GOLD

CAMPAIGN: A WhatsApp Learning Bot For African Entrepreneurs

BRAND: META

AGENCY: Digify Africa

SILVER

CAMPAIGN: A Fresh Start

BRAND: Albany Bakeries

AGENCY: Hellosquare

SILVER

CAMPAIGN: SmartStart Automated WhatsApp Assistant

BRAND: SmartStart (built by Praekelt Consulting)

AGENCY: Praekelt Consulting

Social Commerce NEW

SILVER

CAMPAIGN: KFC "Convince the Colonel" mCommerce launch

BRAND: KFC South Africa

AGENCY: Yonder Media

Influencer Marketing NEW

SILVER

CAMPAIGN: Shield Move More At Home

BRAND: Shield

AGENCY: Oliver Marketing (Ustudio)

SILVER

CAMPAIGN: 5 Seconds of Funny

BRAND: JIVE

AGENCY: Mark1 in partnership with DUKE Advertising



Innovation

GOLD

CAMPAIGN: KFC "Convince the Colonel" mCommerce launch

BRAND: KFC South Africa

AGENCY: Yonder Media

SILVER

CAMPAIGN: KFC Virtual Buckets "gold hunt"

BRAND: KFC South Africa

AGENCY: Yonder Media

BRONZE

CAMPAIGN: PlayStation South Africa - The Last of Us Part II

BRAND: PlayStation South Africa

AGENCY: Wunderman Thompson South Africa

Location Based Targeting

SILVER

CAMPAIGN: #YouBelongToCelebrate

BRAND: AB InBev

AGENCY: Mark1 in partnership with DUKE Advertising and Positive Dialogue

BRONZE

CAMPAIGN: #WhereIsMyAd campaign

BRAND: Vicinity Media

AGENCY: Vicinity Media

BRONZE

CAMPAIGN: Fruit Forecast

BRAND: KOO

AGENCY: Hellosquare

mCommerce

SILVER

CAMPAIGN: South Africa Crowdfunds Medal Bonuses for our Olympians

BRAND: MatchKit

AGENCY: MatchKit and PR Machine

BRONZE

CAMPAIGN: Supersonic (MTN Fibre-To-The-Home)

BRAND: MTN

AGENCY: Praekelt Consulting

Mobile Video

SILVER

CAMPAIGN: Converse Connects with Consumers through captivating Mobile Video Execution with AdColony

BRAND: Skye Distribution / Converse

AGENCY: AdColony & Intimedia

SILVER

CAMPAIGN: Samsung's S21 Ultra Mobile Video Execution with AdColony

BRAND: Samsung

AGENCY: AdColony & Zenith Media

Data/Insights

GOLD

CAMPAIGN: Checkers Xtra Savings Personalised Offers

BRAND: Checkers Xtra Savings

AGENCY: Shoprite

SILVER

CAMPAIGN: Facebook Flavoured Tinkies

BRAND: Tinkies

AGENCY: Hellosquare

Social Responsibility

SILVER

CAMPAIGN: #TheHumanRace

BRAND: United Nations Office for the Coordination of Humanitarian Affairs

AGENCY: Rooftop

Brand Purpose

GOLD

CAMPAIGN: PEP Kids - Wishing the World Well

BRAND: PEP Stores South Africa

AGENCY: Ogilvy

SILVER

CAMPAIGN: OMO Play More, Learn More

BRAND: OMO

AGENCY: Oliver Marketing (Ustudio)

Customer Experience

GOLD

CAMPAIGN: Voucher Relief

BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers

AGENCY: Yonder Media

Tech Innovation

GOLD

CAMPAIGN: Voucher Relief

BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers

AGENCY: Yonder Media

SILVER

CAMPAIGN: #WhereIsMyAd campaign

BRAND: Vicinity Media

AGENCY: Vicinity Media

SILVER

CAMPAIGN: South Africa Crowdfunds Medal Bonuses for our Olympians

BRAND: MatchKit

AGENCY: MatchKit and PR Machine

App

SILVER

CAMPAIGN: Voucher Relief

BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers

AGENCY: Yonder Media

eCommerce (pivoting during the pandemic) NEW

BRONZE

CAMPAIGN: SA Hockey crowdfunds its way to the Olympics

BRAND: MatchKit

AGENCY: MatchKit and PR Machine