

**SMARTIES**  
Future of Marketing Excellence

gets *smarter*  
to recognize the **SMARTEST**



South Africa SMARTIES honours the most effective modern marketing in South Africa. If you had a campaign that ran in South Africa, enter your campaign for the South Africa Awards to be rewarded for all your hard work and achieve the recognition you deserve.

Submit your entries [here](#)

Campaign Eligibility:

Sept 2021 – Nov 2022

### **BUSINESS IMPACT INDEX**

The [SMARTIES Business Impact Index \(BII\)](#) identifies and ranks the top agencies, marketers, brands, networks, holding companies, and technology enablers that drive significant business impact through modern marketing campaigns. The index, which ranks finalist and winner data from the SMARTIES programs around the world, is the most comprehensive global ranking of marketing campaigns that drive business impact.

***\*In collaboration with WARC***

Country/Region	On-time Deadline	Members*	Non-Members*
South Africa	30 Nov	FREE	\$275



# WHAT'S NEW IN 2022

## MMA SA SMARTIES Awards - now as NFTs!

This year's SMARTIES Award winners are in for a Web 3.0 treat. Apart from the physical trophies handed out to winners, all members of the winning team will receive their award as an NFT. Award winning teams will receive an email after the SMARTIES providing details on how to claim their NFT awards for each team member.

## FREE entry to MMA SA Smarties for MMA GLOBAL & MMA SA members

Our global members now qualify to enter MMA SA Smarties awards. Contact the SA Smarties team to enquire about membership your status. Email: [smarties@mmasa.org](mailto:smarties@mmasa.org) / [mpho@mmaglobal.com](mailto:mpho@mmaglobal.com)

### **New categories**

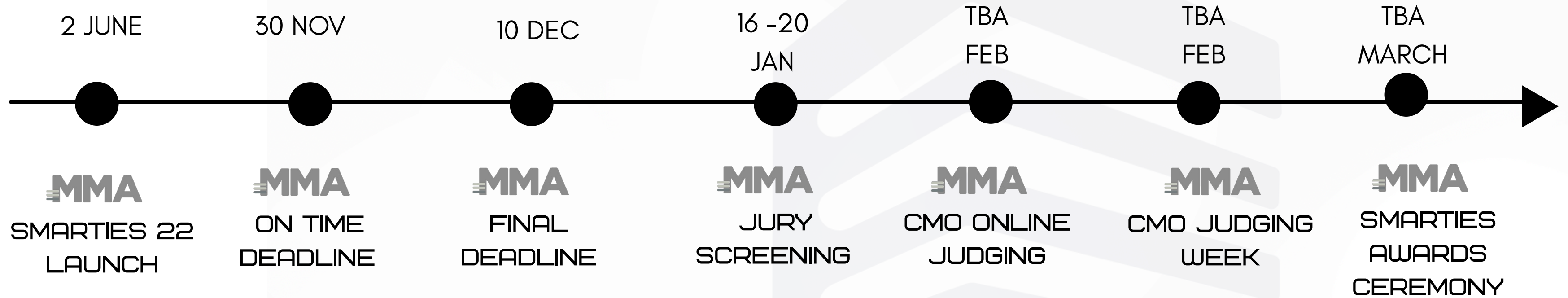
- Web 3.0
- E-commerce marketing NEW
- Creative
- Industry Awards

RESHAPED  
REWORKED  
REFINED



# SMARTIES 22 CALENDAR

gets *smarter*  
to recognize the **SMARTEST**



RESHAPED  
REWORKED



# Entry Guide

gets *smarter*  
to recognize the **SMARTEST**



# ENTRY GUIDE



## CREATE AN ACCOUNT

Create an account –  
Using your Email / Cell  
phone number

Confirm email

Create unique password

1



## CREATE NEW ENTRY

Entry title  
Brand & Agency  
Entry description  
Region  
Campaign Start – end  
date  
Organisational role /  
Select category

Enter all teams names &  
email addresses

2



## CAMPAIGN STRATEGY

Describe the state of play  
BEFORE you implemented  
the Strategy and/or  
Campaign, in terms of  
your brand/company and  
the competitive  
environment

3



## CAMPAIGN STRATEGY

Set out in a clear and  
concise manner, the  
strategy and tactics  
adopted by your  
company.

Cross-reference the  
strategy and tactics  
against the stated  
business and marketing  
objectives.

4



# ENTRY GUIDE



## KPI / TARGETS / BUSINESS OBJECTIVES

Business Objectives  
Outline set before  
campaign activation.

Provide clear set targets  
and associated data,  
enabling judges to assess  
the true business impact  
of the campaign

5



## MARKETING OBJECTIVES

Specify the marketing  
objectives in terms of  
awareness levels, market  
share growth,  
diversification, entry to  
new markets, etc.

6



## TARGET MARKET

Describe the target  
market include influencers  
and other decision  
makers.

Describe both  
demographics and  
lifestyle attributes.

7



## RESULTS

Describe factors which  
may have contributed to  
the brand's success. Refer  
here to factors such as  
pricing strategies, channel  
marketing and innovative  
distribution channels.

Each submission must  
include qualitative and  
quantitative data to  
support claims of success.

8



# Categories

gets *smarter*  
to recognize the **SMARTEST**





# Marketing Impact

## Brand Experience

Communicating your brand and positioning it in the market is core to business success. Campaigns that showcase excellent marketing strategies bridging the gap between the brand and the consumer, brand growth, development, and enrichment. Includes establishing brand recognition, meaningful relationships, memorable engaging experiences, and unique connections, either in single or multimedia platforms that created a 360-customer experience.

## Instant Impact

Best and most effective use of a promotion, either standalone or part of an integrated multi-media – new technologies campaign ranging from contests and coupons to special offers, sweepstakes, and POS/Merchandising. The entry might be a prize draw, a competition, a demo, a coupon, a rebate, a giveaway, a reward scheme, an experiential or an instant win campaign to support the sales and business impact of marketing a product or service directed at either the customer, sales staff, or distribution channel members

## Lead Generation

Campaigns using strategic application of marketing technology that generated prospects & leads resulting in increased sales, conversions, trial, purchase intent or loyalty and retention. Campaigns showcasing example, use of third-party platforms (CRM, CMS, payments systems etc.) to improve retention and efficiency while delivering ROI results & business impact.

## Product / Service Launch

Campaign showcasing an effective customer focused product or service launch. Work that launched or re-launched a product or service highlighting impact your launch had on consumer perception, increase in sales etc. achieved growth and measurable success. Innovation/creativity, clear strategic thinking, effectiveness and tangible results are key points to be shared.

# Marketing Impact

## Partnerships Marketing

Success of a campaign out of a partnership driven on innovation/tech adoption among any of the following: an agency, media owner, brand or ad technology owner, and even brand to brand collaboration showcasing key business impact metrics hinged on collaboration as a key element to the success of the campaign.

## Customer Life Cycle Marketing

Building trust and loyalty and always ensuring the customer experience is paramount. Campaigns putting customer first in providing best in class consumer experience while building relationships with customers in pursuit of brand growth & success having a significant impact on the business as a result.



# Purpose Driven Marketing NEW

## **Social Impact Marketing**

We believe that marketing can change the world. This award is a recognition to modern-day marketing that drives forward socially responsible marketing that creates significant social change and/or deliver against a public service while demonstrating real impact and creativity & translates into a compelling call-to action to effect positive social change. Includes lobbying, fundraising, expanding, informing or positively changing attitudes and behaviours.

## **Diversity & Inclusion**

Campaigns or marketing programs raising the audience's appreciation by providing the means and opportunities to reduce inequality based on age, sex, sexuality, disability, race, ethnicity, origin, religion or economic (e.g., contractual workers, people with disabilities, small farmers, etc.) and consciousness for the sublime— (painting, sculpture, architecture, music, literature, history, etc.) -in order to uplift the lives of people and society at large.

## **Sustainability ( Brand & Product & Initiative)**

Award that focuses on all aspects of sustainability for a campaign that promotes a brand, product or initiative. It can include corporate sustainability initiatives as well.

## **Pendoring Multilingual Marketing Efficiency Award**

Campaigns that effectively use indigenous language to engage and reach their customers in their own languages.

# Emerging media

## **Cross Platform - All media**

Campaigns utilising digital as core strategy, that demonstrate strategic and tactical thinking in the use of multiple media touchpoints (TV, print, radio, outdoor, PR, direct marketing, etc) to deliver a compelling, business impact while delivering key messages. Media strategy highlighting how the channels came together to deliver outstanding results.

## **Cross Platform - Digital only**

Cross platform digital campaign integrating a minimum of 3 applications or mediums that enhances a brand experience. Showcase the various digital platforms and devices used to develop and amplify meaningful consumer engagement and business impact. This may include but is not limited to desktop, mobile, wearable technology, outdoor installations, billboards, retail experiences etc. Submissions for this category should hit the above marks and be strategically customized for each experience while delivering ROI.

## **New Tech / Channel**

Evolving media landscape fuelled by new technologies help elevate marketing strategies enabling a closer connect between brands and consumers. The campaign recognises creative use of media as part of their wider campaign, showcasing innovative ways media was used highlighting the strategic marketing process applied to execute the campaign to achieve the desired results/business impact.

## **Gaming, Gamification & E-Sports**

Gaming apps, gamification applications or e-sports activities that are either a part of a broader marketing strategy or a stand-alone brand experience. Please be specific in describing how the brand is positioned in the gaming environment and the desired results for the business derived from the campaign.



# Emerging media

## **Creator Economy (partnership with brands and creators)**

The creator economy consists of people who, just like any of us, have a hobby that becomes monetizable. In this category you should showcase how your brand has used a creator to create special content for your campaign with mostly seamless experience. Results should include business impact in terms of awareness, brand experience or sales performance potentially comparing with campaign averages. (This does not include campaigns that solely use an influencer as the face of a brand / product, it should include specific content creation for the campaign by the creator)

## **Social Media Marketing**

Social campaign or strategy with stellar results using one or many social platforms to impact business objectives and/or to enhance relationships with a brand, community, or consumer. Drive sales, engagement, leads or even footfall, demonstrating how client objectives were met and ROI achieved.

## **Influencer Marketing**

Content related to a brand created by consumers or influencers and shared through social media to increase brand engagement, sales, create buzz about a product or service, and boost website conversions, etc. Content could be images, videos, text, audio, etc. Campaign showcasing the business impact and ROI achievements.

## **Social Messaging / Chat Apps / Text Messaging**

Campaigns that demonstrate the innovative and creative use of social messaging apps (e.g. Facebook Messenger, WeChat, Viber) and text messaging (SMS/MMS, RCS) to communicate to a targeted audience to market, inform or help customers in pursuit of brand growth & success having a significant impact on the business as a result.

# Experience Technology

## Programmatic

A campaign that demonstrates how the use of a programmatic / RTB platform improved the targeting and increased the efficiency and effectiveness buying, selling and creating a digital/mobile advertising solution. As well as campaigns using creative applications of mobile-based intelligent technology. Includes AI, chat-bots, facial recognition, etc. delivering business results maximising the use of automated media solutions to create memorable campaigns.

## Audio/Voice/Sonic Branding

Campaigns that used voice recognition technology, audio identities, or other audio advertising to create consumer demand and engagement, enhance the consumer experience, or reinforce your brand identity. Includes audio logos, audio branding, voice assistant devices, such as Alexa, Google Home and audio platforms Pandora, Spotify, YouTube, etc.

## XR Technology – (AR/VR/MR)

Use of existing or new technology to execute or support a media campaign. Use of new technology to enhance the visual experience of a brand, product, service, or message including, but not limited to AI, AR, VR, robotics, gadgets and electronics, wearable and interactive technology etc. Can be a stand-alone experience, or an extended reality which combines all three technologies.

## Experimental Technology

Campaign enhancing branded experience that makes use of experimental technology in an innovative way that wows consumers, helps drive deeper engagement for fans and delivers an unforgettable digital or physical experience for the customer. An application of technology that is genuinely innovative or ground-breaking technique or an unconventional/creative use of existing technology, resulting in significant business impact for a brand.



# Experience Technology

## Geo Targeting

Use of GPS, geolocation and/or proximity technologies. Brands and tech providers giving their consumers an engaging, personalised and targeted brand experience using proximity technology or location-based data or contextual targeting. Campaign must include specifics on business impact against your marketing goals.

## Digital Out-of-Home (DOOH)

Digital out of home advertising is the integration of offline out-of-home advertising with digital elements. This includes any out-of-home (OOH) display, digital billboard or digital signage that can change its advertising content remotely using addressable electronic, LED, and screen technology but excludes TV advertising and radio advertising. It does not include vinyl or static billboards, bus shelters or other static displays or panels.

# Web 3.0

## Data Insights

Transformative approaches to customer insight to shape the marketing strategies using AI and ML in their campaigns that seeks to recognise innovative brand activity rooted in data-driven customer insight to solve a problem but also contributed to the business impact including ROI demonstrating elements such as segmentation or targeting to improve the end user's experience with a brand, product or service.

## The Internet of Innovation / Intelligent Devices

Any technology, device or wearable that sends and receives data via mobile-driven internet to engage customers or enhance the experience. Includes hardware, software, wearables, smart watches, digital health products, smart TV's, appliances, etc. Products can be in the market, exist as a prototype or in an incubator stage.

## Spatial Technology

Campaign using immersive large- or small-scale digital experiences and events which are set up to engage with consumers driving engagement. This may include but is not limited to VR/AR, multi-screen and multi-dimensional experiences. Any brand experience or activation leveraging a space or using a more permanent spatial feature to drive customer engagement. This may include but is not limited to exhibitions, fairs, trade shows, signage.

Please share business results

## Real Time Marketing

Campaigns showcasing the most successful and engaging creative and media execution based on real-time information and platform delivering on the brand's objectives. Campaigns that include new age technology solution in an immediate and meaningful way delivered for achieving desired business results and business impact.



# Web 3.0

## Meta Verse

Move to Web 3.0 means more privacy and less ability to reach customers the way we do now. Advertising and marketing are changing in the near future with cookies not being available. Campaigns that are building first party communities and experiences for customers (likely inside the meta verse) and finding advertising opportunities inside metaverse (games, meta real estate etc.) including partnerships and collaborations with creators to leverage their audience and bring innovation, impact and communication power to the brand.

## Blockchain & NFT ( Non Fungible Token)

Marketing and advertising aspire to collect better data and optimize their content for digital platforms. Using data organization tools, they also help combat ad fraud and reduce advertising supply chain mismanagement. Blockchain solutions / NFT campaigns that help brands navigate the increase data security and transparently display consumer practices.

# E-commerce marketing

## **Integrated Ecommerce Innovation**

Campaigns showcasing best use of 360 Ecommerce highlighting marketing & advertising strategies, creatives and online experiences & activations on e-commerce platform to carry out innovative marketing / sales methods to achieve marketing purposes and business results. Please share quantifiable results demonstrating how the influencers used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI

## **Live (Streaming) E-commerce**

Campaign showcasing best use of content through Live streaming highlighting marketing & advertising strategies, creatives capturing consumers attention, interaction and engagement that encourage transactions. Share quantifiable results demonstrating how the influencers used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI

## **O2O / New Retail / Innovative Sales Channels**

Campaign showcasing best use of new technologies in O2O, thru integration and innovation of online and offline channels and data providing users with better participation and buying experience. Highlight marketing & advertising strategies, creatives capturing consumers attention, targeted, and engaged audience(s) and encouraged transactions. Please share quantifiable results demonstrating how the influencers used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI.

## **Social / Influencer Commerce**

Campaigns showcasing the best use of social platform/influencers highlighting new community sales models & advertising strategies , creatives capturing consumers attention, interaction and engagement that encourage transactions. Please share quantifiable results demonstrating how the influencers used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI.



# Creative

## Customer Experience (CX)

Award that focuses on a campaign/brand that provides a truly outstanding customer experience on a platform, or integrated platforms/omni-channel approach achieving best B2C or B2B results. Creative solutions to brand challenges that have a tangible impact on customer experience.

## User Experience (UX) & Design

Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.

## Personalisation

Campaign perfecting the consumer journey & creating personalised marketing reflecting best use of data, analytics, AI and automation in creating personalised content at scale for brands and campaigns to effect more business outcomes and enhanced ROI.

## Short or Long Form video

Campaigns demonstrating how video advertising was used to create consumer demand and engagement or provide an immersive experience for the viewer. The creative use of digital footage or online video to create or enhance a brand experience or activation. Including, but not limited to, mobile-based VR and 360° video experiences, shoppable video, personalized video, etc. driving effective business results and engagement

# Industry Awards

## Best in Show

The Best in Show award will be selected based on the winners of each of the award categories. Key: The winner is based on an outcome of tabulation of points for the wins across the categories and decided by MMA.

## Marketer of the Year

The award will be selected based on the winners of each of the award categories. Key: The winner is based on an outcome of tabulation of points for the wins across the categories and decided by MMA.

## Brand of the Year

The Brand of the Year award will be selected based on the winners of each of the award categories. Key: The winner is based on an outcome of tabulation of points for the wins and /or awards won across the categories and decided by MMA.

## Publisher/Media Company of the Year

This award represents the Publisher or Media Company that has exhibited unprecedented leadership within the marketing industry to help drive growth and best practices.

The award will be selected based on the participation and engagement by different campaigns with the respective company for their campaigns, including innovation and leadership exhibited by the company for enabling advertising & marketing on the mobile in the market/ region and selected /decided by MMA.



# Industry Awards

## Enabling Technology Company of the Year

This award represents the Enabling Technology Company whose innovative technology has changed the landscape of the modern marketing industry and disrupted the industry.

The award will be selected based on the participation and engagement by different campaigns with the respective company for their campaigns, including innovation and leadership exhibited by the company for enabling advertising & marketing on the mobile in the market/ region and selected /decided by MMA.

## Agency of the Year

This award represents the Agency that has incorporated mobile marketing as an indispensable part of the media and marketing mix for their clients and has exhibited leadership within the marketing industry This award represents the Agency that has incorporated mobile marketing as an indispensable part of the marketing mix for their clients and has exhibited leadership within the marketing industry. The winner is based on an outcome of tabulation of points for the wins and /or awards won across the categories and decided by MMA.

## Creative Agency of the Year

This award represents the Agency that has incorporated mobile marketing has displayed exceptional creativity - has contributed research/a theory/a concept/a method that has had a significant impact of the field of applied ethology and has exhibited leadership within the marketing industry. The winner is based on an outcome of tabulation of points for the wins and /or awards won across the categories and decided by MMA.

## Agency Network of the Year (Regional award)

This award represents the Agency that has exhibited unprecedented leadership within the marketing industry in APAC SMARTIES only to help drive its growth and best practices, and/or this award will be selected by our esteemed panel of judges/board members of MMA Asia Pacific from the winners of each of the award categories. The winner is based on an outcome of tabulation of points for the wins and /or awards won across the categories and decided by MMA.

For more information or tech support contact the Smarties SA Team:

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