



*Congratulation*

TO ALL THE FINALISTS



**ALL THE BEST FOR THE AWARDS**

#### **17) Marketing : Brand Awareness**

South Africa Crowdfunds Medal Bonuses for our Olympians

Be the Light

Born This Way

Dala Your Colour

Converse Connects with Consumers through captivating Mobile Video Execution with AdColony

#### **18) Marketing : Lead Generation / Direct Response / Conversions**

Facebook Flavoured Tinkies

SA Hockey crowdfunds its way to the Olympics

A Fresh Start

1st for Women Insurance - Defender Campaign

KFC Vernac Test

#### **19) Marketing : Product / Services Launch**

Facebook Flavoured Tinkies

Celebrate Together

Are You Bold Enough?

Dala Your Colour

OMO Play More, Learn More

#### **20) Marketing : Promotion NEW**

KFC Virtual Buckets "gold hunt"

OLA Choose Joy

A Fresh Start

#### **40) Marketing : Pending Multilingual**

KFC Vernac Test

Let's Jive Together

Nando's Voice of The People

Aromat Comedy Club Season 2

#### **21) Media : Mobile Gaming, Gamification & E-Sports**

Converse Connects with Consumers through captivating Mobile Video Execution with AdColony  
KFC Virtual Buckets "gold hunt"  
Checkers Xtra Savings Spin2Win  
Disney's Luca's meaningful Mobile Video Execution with AdColony

#### **22) Media : Mobile App**

#TheHumanRace  
SA Hockey crowdfunds its way to the Olympics  
Bio-Oil Internal Brand Communication Platform

#### **23) Media : Social Media Marketing NEW**

Dala Your Colour  
1st for Women Insurance - Defender Campaign  
KFC Vernac Test  
Be the Light  
Are You Bold Enough?

#### **26) Media : Social Messaging / Chat Apps / Text Messaging NEW**

White Star WhatsApp Universe  
SmartStart Automated WhatsApp Assistant  
A Fresh Start  
Meet Naledi: A WhatsApp Learning Bot For African Entrepreneurs

#### **27) Media : Social Commerce NEW**

KFC "Convince the Colonel" mCommerce launch

#### **28) Media : Influencer Marketing NEW**

Are You Bold Enough?  
OLA Choose Joy  
Shield Move More At Home  
5 Seconds of Funny

### **29) Tech : Innovation**

KFC Virtual Buckets "gold hunt"  
KFC "Convince the Colonel" mCommerce launch  
PlayStation South Africa - The Last of Us Part II  
Shoprite Xtra Savings Launch

### **30) Tech : Location Based Targeting**

#WhereIsMyAd campaign  
#YouBelongToCelebrate  
Fruit Forecast

### **31) Tech : mCommerce**

South Africa Crowdfunds Medal Bonuses for our Olympians  
KFC "Convince the Colonel" mCommerce launch  
Supersonic (MTN Fibre-To-The-Home)  
Sanofi PAED

### **32) Tech : Mobile Video**

Be the Light  
Converse Connects with Consumers through captivating Mobile Video Execution with AdColony  
Samsung's S21 Ultra Mobile Video Execution with AdColony  
The Gift of 2020

### **33) Tech : Data/Insights**

Checkers Xtra Savings Personalised Offers  
Facebook Flavoured Tinkies  
#WhereIsMyAd campaign  
Fruit Forecast  
Unrest in South Africa

#### **34) Business Transformation 2021 : Social Responsibility**

#TheHumanRace  
My Magic is me  
Lexus Spekboom

#### **35) Business Transformation 2021 : Brand Purpose**

PEP Kids - Wishing the World Well  
OMO Play More, Learn More  
My Magic is me

#### **36) Business Transformation 2021 : Customer Experience**

Voucher Relief  
BMW's X Crew with an X Factor Mobile Video Execution with AdColony  
F Pace Relaunch

#### **37) Business Transformation 2021 : Tech Innovation**

Voucher Relief  
#WhereIsMyAd campaign  
South Africa Crowdfunds Medal Bonuses for our Olympians  
PlayStation South Africa - The Last of Us Part II  
Meet Naledi: A WhatsApp Learning Bot For African Entrepreneurs

#### **38) Business Transformation 2021 : App**

Voucher Relief

#### **39) Business Transformation 2021 : eCommerce (pivoting during the pandemic) NEW**

SA Hockey crowdfunds its way to the Olympics