



MARKETING IMPACT

Brand Experience

BRONZE

MTN Helps Youth Hustle Harder And Smarter

BRAND: MTN Pulse

AGENCY: PHD Media

SILVER

Heineken All-Invitational

BRAND: Heineken

AGENCY: Machine_

SILVER

KFC Micro Soccer: Unlocking The Power of Connected Brands

BRAND: KFC

AGENCY: YONDER

GOLD

Nando's Bright Sides

BRAND: Nando's South Africa

AGENCY: VMLY&R



INSTANT IMPACT

SILVER

Checkers Sixty60 - App Only Deals

BRAND: Checkers Sixty60

AGENCY: ShopriteX, Shoprite Group of Companies

SILVER

Nando's Bright Sides

BRAND: Nando's South Africa

AGENCY: VMLY&R

GOLD

Xtra Savings INSTANT Cash, INSTANT Reward

BRAND: Xtra Savings Rewards Program, Shoprite Group

AGENCY: ShopriteX, Shoprite Group of Companies

LEAD GENERATION

SILVER

Shyft Global Money App

BRAND: Standard Bank

AGENCY: Mindshare South Africa

SILVER

DialaCoke 2022

BRAND: Coca-Cola East Africa

AGENCY: SilverstoneCIS



PRODUCT / SERVICE LAUNCH

BRONZE

TymeBank New Features Competition

BRAND: TymeBank

AGENCY: King James Digital part of Accenture Song

GOLD

Magnum Pints

BRAND: Magnum

AGENCY: Oliver Marketing (Ustudio)

GOLD

Xtra Savings INSTANT Cash, INSTANT Reward

BRAND: Xtra Savings Rewards Program, Shoprite Group

AGENCY: ShopriteX, Shoprite Group of Companies

PARTNERSHIPS MARKETING

SILVER

THIRSTI Take a Sip To Extraordinary

BRAND: THIRSTI Natural Spring Water

AGENCY: Gorilla

CUSTOMER LIFE CYCLE MARKETING

GOLD

Xtra Savings INSTANT Cash, INSTANT Reward

BRAND: Xtra Savings Rewards Program, Shoprite Group

AGENCY: ShopriteX, Shoprite Group of Companies

GOLD

Digicel More Ways to Win

BRAND: Digicel

AGENCY: SilverstoneCIS



Purpose Driven Marketing

SOCIAL IMPACT MARKETING

SILVER

Kasi Heroes

BRAND: Albany Bakeries

AGENCY: Hellosquare

SILVER

Loyalty Data for Good: How loyalty data is enabling financial inclusion

BRAND: Omnisient

AGENCY: Omnisient

DIVERSITY & INCLUSION

SILVER

Heineken All-Invitational

BRAND: Heineken

AGENCY: Machine_

GOLD

Kasi Heroes

BRAND: Albany Bakeries

AGENCY: Hellosquare

SUSTAINABILITY (BRAND & PRODUCT & INITIATIVE)

BRONZE

Unilever's Every U Does Good Campaign: Driving Positive change in local Communities

BRAND: Unilever's Every U Does Good

AGENCY: PHD Media



PENDORING MULTILINGUAL MARKETING EFFICIENCY AWARD

SILVER

Xhosa-fying Halloween

BRAND: UCOOK

AGENCY: Machine_

GOLD

Checkers Sixty60 - App Only Deals

BRAND: Checkers Sixty60

AGENCY: ShopriteX, Shoprite Group of Companies

GOLD

Checkers Sixty60: It's cheaper to get it delivered – confirmed by the AA

BRAND: Checkers Sixty60

AGENCY: ShopriteX, Shoprite Group of Companies



IMPACT MEDIA

CROSS PLATFORM - ALL MEDIA

BRONZE

MTN Helps Youth Hustle Harder And Smarter

BRAND: MTN Pulse

AGENCY: PHD Media

SILVER

Give Me Strength

BRAND: Morvite

AGENCY: Hellosquare

GOLD

Small Size, Big Impact: Checkers Little Shop 3

BRAND: Checkers

AGENCY: Shoprite Group

CROSS PLATFORM - DIGITAL ONLY

BRONZE

Digicel West Indies Get More This Summer

BRAND: Digicel West Indies

AGENCY: SilverstoneCIS

GOLD

CAMPAIGN: A Leading Paediatric Offering

BRAND: Sanofi CHC

AGENCY: PHD / Futuretech Media

GOLD

Nando's Bright Sides

BRAND: Nando's South Africa

AGENCY: VMLY&R



NEW TECH / CHANNEL

SILVER

InMobi and Mediacom Innovative Ad Experience Delivers Over 6.3M Impressions for The Coca-Cola Company in South Africa

BRAND: The Coca-Cola Company

AGENCY: InMobi

SILVER

Checkers Xtra Savings AI Art

BRAND: Checkers Xtra Savings

AGENCY: ShopriteX, Shoprite Group of Companies

GOLD

KFC Micro Soccer: Unlocking The Power of Connected Brands

BRAND: KFC

AGENCY: YONDER

GAMING, GAMIFICATION & E-SPORTS

BRONZE

Unrivalled Performance with Mercedes & Digital Turbine

BRAND: Mercedes

AGENCY: Digital Turbine and OMD

SILVER

Time for Tinkies Challenge

BRAND: Tinkies

AGENCY: Entravision 365 Digital / Hellosquare

SILVER

Time for Tinkies Challenge

BRAND: Tinkies

AGENCY: Entravision 365 Digital / Hellosquare



CREATOR ECONOMY (PARTNERSHIP WITH BRANDS AND CREATORS)

GOLD

#WhatTheFanta Social Media & Influencer Campaign

BRAND: Fanta

AGENCY: Wunderman Thompson SA

SOCIAL MEDIA MARKETING

BRONZE

#XibelaniMoves

BRAND: South African Tourism

AGENCY: Wunderman Thompson South Africa, Entravision 365

SILVER

Heineken All-Invitational

BRAND: Heineken

AGENCY: Machine_

GOLD

KFC 50 Years of Finger Licken' Good

BRAND: KFC

AGENCY: Entravision 365 Digital

INFLUENCER MARKETING

BRONZE

#WhatTheFanta Social Media & Influencer Campaign

BRAND: Fanta

AGENCY: Wunderman Thompson SA

SILVER

Kasi Heroes

BRAND: Albany Bakeries

AGENCY: Hellosquare

GOLD

Xhosa-fying Halloween



BRAND: UCOOK
AGENCY: Machine_

SOCIAL MESSAGING / CHAT APPS / TEXT MESSAGING

BRONZE

DStv Assist
BRAND: DStv (in partnership with Helm)
AGENCY: Helm

EXPERIENCE TECHNOLOGY

EXPERIMENTAL TECHNOLOGY

SILVER

Checkers Xtra Savings AI Art
BRAND: Checkers Xtra Savings
AGENCY: ShopriteX, Shoprite Group of Companies

GEO TARGETING

BRONZE

Vodacom Anti-Hijack Campaign in partnership with Waze
BRAND: Vodacom
AGENCY: Vicinity Media

SILVER

DealFeed - Makro 51 Years of Great Savings
BRAND: Omnicom Media Group & Makro
AGENCY: Vicinity Media



DIGITAL OUT-OF-HOME

BRONZE

RE/MAX pDOOH campaign

BRAND: RE/MAX

AGENCY: Mark1 Media

SILVER

Multichoice Data-Driven Dynamic DOOH

BRAND: Multichoice

AGENCY: iProspect – Dentsu

WEB 3.0

DATA INSIGHTS

BRONZE

Digicel More Ways to Win

BRAND: Digicel

AGENCY: SilverstoneCIS

GOLD

Loyalty Data for Good: How loyalty data is enabling financial inclusion

BRAND: Omnisient

AGENCY: Omnisient

INTELLIGENT DEVICES

GOLD

GUGU

BRAND: Savanna

AGENCY: Grey



REAL TIME MARKETING

BRONZE

SportsMax SWC Football Match Predictor Game

BRAND: SportsMax

AGENCY: SilverstoneCIS

GOLD

Nando's Bright Sides

BRAND: Nando's South Africa

AGENCY: VMLY&R

BLOCKCHAIN & NFT (NON FUNGIBLE TOKEN)

BRONZE

GOTv GOATs Smart NFT Campaign (Proof of Concept)

BRAND: MultiChoice - GOTv

AGENCY: YONDER

GOLD

Comedy Bar NFT

BRAND: Savanna

AGENCY: Grey



E-COMMERCE MARKETING

INTEGRATED ECOMMERCE

GOLD

The Digital Media Collective (TDMC) | Futurelife
BRAND: Futurelife
AGENCY: TDMC

GOLD

Nando's Bright Sides
BRAND: Nando's South Africa
AGENCY: VMLY&R

GOLD

The Perfect Match: Xtra Savings and Sixty60
BRAND: Checkers Xtra Savings + Sixty60
AGENCY: ShopriteX, Shoprite Group of Companies

O2O / New Retail / Innovative Sales Channels

SILVER

DealFeed - Makro 51 Years of Great Savings
BRAND: Omnicom Media Group & Makro
AGENCY: Vicinity Media



CREATIVE

CUSTOMER EXPERIENCE (CX)

GOLD

DStv Assist

BRAND: DStv (in partnership with Helm)

AGENCY: Helm

PERSONALISATION

BRONZE

InMobi and Mediacom Innovative Ad Experience Delivers Over 6.3M Impressions for The Coca-Cola Company in South Africa

BRAND: The Coca-Cola Company

AGENCY: InMobi

SHORT OR LONG FORM VIDEO CATEGORY

BRONZE

28 Days Till 28 May

BRAND: Eat Well Live Well

AGENCY: Hellosquare

SILVER

Better Now. Better Future.

BRAND: Defy

AGENCY: Hellosquare

GOLD

THIRSTI Take a Sip To Extraordinary

BRAND: THIRSTI Natural Spring Water

AGENCY: Gorilla



INDUSTRY AWARDS

AGENCY OF THE YEAR

VMLY&R

BRAND OF THE YEAR

ShopriteX, Shoprite Group of Companies

BEST IN SHOW

Nando's Bright Sides

BRAND: Nando's South Africa

AGENCY: VMLY&R