



**SMARTIES**

THE BUSINESS  
UNUSUAL REPORT

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## MESSAGE FROM JUDGE CHAIR

**LUISA MAZINTER**

MMA Chair Emeritus and Judge Chair  
for the SMARTIES 2020 Awards



Each year, the MMA SMARTIES celebrates innovation, creativity and success by showcasing the most effective mobile marketing campaigns. However, it's fair to say that 2020 challenged our industry like never before. We heard many stories of campaigns that had to drastically change course overnight, accounts that were suspended, jobs lost and, most tragically, valued colleagues passing away.

Through this difficult time, and present in many of the winning entries, a unique sense of innovation emerged. Often driven by sheer necessity, the digital solutions found to overcome problems created by the nationwide lockdown were incredible in scope and execution. What's more, the timeframe in which some of these campaigns were developed made one wonder if some agencies were running on 48-hour days.

The MMA SMARTIES too had to change. The pitching process, like all business interactions, moved online, and it was refreshing to see both familiar and new faces during such a strange time. Due to our generous MMA SMARTIES 2020 partners, Facebook, MTN, Opera, Standard Bank and Silverstone, we were able to open the submission process to allow all businesses, regardless of size, to enter at no cost. With this in mind, I am happy to report that the MMA SA SMARTIES BUSINESS UNUSUAL 2020 achieved a record number of submissions, with over 370 entries across 16 categories.

2020 will stand out as a year where we were tested to our limits. Looking at this year's MMA SMARTIES, it's clear that the challenge was not only accepted, but innovatively overcome. I hope you enjoy this publication and join us in celebrating the talented, committed and truly resilient brands and agencies who participated.

Thank you to our  
SMARTIES sponsors



Opera



Standard Bank



FACEBOOK

# A FEW WORDS FROM OUR SPONSORS



**SARAH UTERMARK**

Director of Commercial Partnerships, Opera

## DAY 1, MARKETING

This year's Marketing category of the SMARTIES is brought to you by Opera. It's historically always been a hugely popular category, with Brand Awareness, Product and Services Launch, and Lead Generation drawing in the entries. This year was no different and we've seen in excess of about 60 to 80 entries altogether, which makes it highly competitive.

In the Marketing category, it really is about brands that are able to demonstrate brand growth, brand impact and brand recognition, using a targeted way to ensure maximum business impact. Therefore it's really important that when brands and agencies do submit entries, they are able to demonstrate effective results, as well as how the brand objective directly links to performance. All in all, Marketing has been a really successful category for 2020, and I'm excited to see some of the winners in this publication.



**SAGREN PATHER**

Executive Head  
Platforms, Channel  
Management and Media,  
Standard Bank

## DAY 2, MEDIA

I think it's really important that we actually celebrate the various different clients that utilise the mobile platform. Gone are the days where we are using multiple different gadgets, everything is in our mobile. Whether you're hailing a taxi, looking for an alarm clock, the weather, music, video - it all takes place on your mobile device, plus it has mass reach.

I believe the MMA SMARTIES 2020 was exceptionally well done. From the virtual pitch process and the judges' evaluations, through to the number of entries that we received in a pandemic year, it was incredible. This is a celebration of how South Africans just rise to the challenge, and I'm glad that it happened to be for the SMARTIES.



**JASON PROBERT**

General Manager  
Digital Services,  
MTN South Africa

## DAY 3, TECH

MTN is all about allowing our customers to enjoy the benefits of a modern connected lifestyle. Of course, the smartphone plays an increasingly important role here, not just for users but also for brands and businesses trying to reach customers.

What struck me during the MMA SMARTIES 2020 is the innovative local approach our winners brought to the table. What works in the States or Europe does not necessarily work in South Africa, so seeing the success of local solutions, especially on the mobile commerce side, was inspiring.

From our end, MTN saw a massive spike in data usage during lockdown - understandable, since we turned to our phones for news, groceries, COVID information, entertainment, connection and, of course, banana bread recipes. I believe this will be an ongoing trend, especially as 5G is being introduced and data prices continue to fall.

For marketers and brands this means the focus on mobile is imperative. And, judged by the quality of work from the SMARTIES 2020 winners, it could only mean a further increase in superb innovation.



**ELIZMA NOLTE**

Regional Marketing  
Manager Africa,  
Facebook

## DAY 4, BUSINESS UNUSUAL

Facebook has been working with the MMA for some time to help elevate and celebrate great mobile advertising. And this year, a couple of things were clear. First of all, for most businesses, it certainly was not business as usual. And secondly, the role of mobile became evermore important for businesses during this time of COVID.

This led us to do two things, starting by dropping the entry-fee to the SMARTIES so that we could collect as many success stories as possible. We also launched a category specifically for 'Business Unusual'. And in this category, we really wanted to celebrate how businesses have pivoted, whether it be for brand, to serve the customers, or to really make a difference in their communities. And we've seen some wonderful stories of how businesses have stepped up, whether it's to deliver food or whether it's to get products to people. I'm really looking forward to celebrating some of that strong and very innovative work in this publication.



# THE MMA'S 2020 SMARTIES AWARDS



## ABOUT THE BUSINESS IMPACT INDEX

All SMARTIES Award winners are automatically entered into the Business Impact Index (BII). Launched in 2018, the MMA SMARTIES BII is the first and only global mobile marketing index that identifies, ranks and awards top agencies, advertisers, brands and technology enablers that drive significant business impact through mobile-first campaigns.

In collaboration with WARC, the global authority on advertising and media effectiveness, the Index recognises the best-of-the-best from each year's SMARTIES winners by ranking finalist and winner data from the global awards programme.

**T**he MMA SMARTIES Awards honours global innovation, creativity and success by showcasing the most effective mobile campaigns annually. This winning work inspires, educates and ultimately propels the industry forward through the most trusted authority in modern marketing.

To win a SMARTIES Award is an outward sign of mobile marketing expertise, mastery of the medium and the ability to drive results. Winners are chosen by some of the best marketing minds across the globe. A SMARTIES Award winner has demonstrated power over the medium – effectively weaving together a great idea, compelling creative and air-tight execution – to deliver significant business impact.

In South Africa, a SMARTIES Award is considered the gold standard of mobile marketing excellence and winners are awarded by a highly respected panel of judges.

## BUSINESS UNUSUAL 2020

The SMARTIES AWARDS 2020 celebrated the creativity and innovation many of our local brands have been able to demonstrate during a difficult period, producing campaigns that were creatively agile through what has been a very unusual time.

Marketers were compelled to constantly re-adjust budgets and communication strategies when considering the uncertainties of how Covid-19 would impact the economy, businesses and their customers.

With that in mind, we had to acknowledge that 2020 was truly 'Business Unusual' and added five categories devoted to Covid-19 campaigns. The five new categories were centred around campaigns that have successfully communicated brands' efforts to align Brand Purpose, Social Responsibility efforts and Tech Innovation initiatives, in order to help improve the consumers experience of the brand and products/services during the crisis.

## WHAT WAS NEW IN 2020?

Covid-19 impacted all spheres of business during 2020, and in an effort to promote inclusivity and being cognisant of the economic effect of the pandemic, the MMA SA decided to open up the submission process to allow all businesses, regardless of size, to enter their finest and most successful digital campaigns of 2020.

Furthermore, considering the financial constraints our members and the advertising industry faced during this time, the SMARTIES 2020 fees structure was also adjusted. With the help of our generous sponsors, our MMA SA SMARTIES entries were fully sponsored, which eliminated the cost to submit; a significant step towards aggregating insights from South Africa's most successful digital campaigns.

The results of these moves were outstanding, with SMARTIES 2020 breaking a number of records, including for the number of entries (359), the amount of Entry Organisations (52) and the number of brands and organisations represented (112).

## THE JUDGING PROCESS

To align with Covid regulations the SMARTIES judging process also had to change, with judging from the 49 judges split into three phases:

- 1 The preliminary qualifying stage for both the core SMARTIES and Business Unusual 2020 categories to narrow entries down to 160 qualifying campaigns.
- 2 A larger judging process starts the Shortlisting, with a panel of senior SMARTIES Judges independently evaluating and scoring each entry through the new Business Unusual Voting Platform, a locally developed, always-on entry platform. The platform identified the campaigns with the highest marks awarded in each category, with the top four entries listed as category finalists and invited to the final round - a virtual pitch presentation.
- 3 Category finalists appeared at the MY SMARTIES PITCH, a virtual presentation pitch which allowed finalists to present to the MMA SA Judging Committee and judges to ask questions. After the pitch sessions, the judges debated the merits of each of the finalists and voted to award Gold, Silver or Bronze SMARTIES Awards to the most deserving campaigns in each category.

## JUDGING CRITERIA AND PANEL

What makes the SMARTIES so unique is the focus on the impact mobile has on business results. This is evident in the way the judging criteria allocates almost half of all awarded points to:

**40% + 20% + 20% + 20%**  
 RESULTS CREATIVITY STRATEGY EXECUTION

2020's judging panel, headed by Luisa Mazinter, MMA Chair Emeritus, were a group of exceptionally talented individuals who are considered thought leaders in their respective sectors. They are both experienced and active contributors to the local marketing industry, which means they are well positioned to help the SMARTIES SA set the benchmark for digital excellence in South Africa.

### THE CATEGORY JUDGES FOR THE SMARTIES 2020 WERE AS FOLLOWS:

#### DAY 1

**MARKETING**  
 Sponsored by Opera



**SARAH UTERMARK**  
 Lead Judge, Opera



**KERRY HO VAN RENSBURG**  
 iKhokha



**LINDA APPIE**  
 TymeBank



**DARREN HAMPTON**  
 Nando's



**KIM GARTLAND**  
 Standard Bank

#### DAY 2

**MEDIA**  
 Sponsored by Standard Bank



**ZIA NAMOOYA**  
 Lead Judge, Mindshare



**ANGELIQUE LYNCH**  
 AutoTrader



**SUHAYL LIMBADA**  
 KFC



**BRUNO BERTRAND**  
 Estée Lauder SA



**SAGREN PATHER**  
 Standard Bank

#### DAY 3

**TECH**  
 Sponsored by MTN



**JASON PROBERT**  
 Lead Judge, MTN SA



**PHUMZILE VAN DAMME**  
 Democratic Alliance



**MICHAEL WALKER**  
 Gumtree SA



**SARAH UTERMARK**  
 Opera

#### DAY 4

**BUSINESS UNUSUAL**  
 Sponsored by Facebook



**ELIZMA NOLTE**  
 Lead Judge, Facebook



**PHIL COHEN**  
 ABSA



**SADIKA FAKIR**  
 Tiger Brands



**JENNY PHEIFFER**  
 Standard Bank

# BUSINESS IMPACT INDEX RESULTS 2020



### SA companies driving impact and business growth through modern marketing: MMA SMARTIES Business Impact Index 2020.

The Mobile Marketing Association (MMA) announces the 2020 Business Impact Index (BII) results, showcasing the continent's most innovative brands, agencies and solution providers who are driving impact and business growth through modern marketing.

The MMA SMARTIES Awards are a celebration of talent that honours innovation and the most effective modern marketing campaigns. The Business Impact Index expands the reach of the SMARTIES beyond the awards programme, to benchmark what success looks like for the industry.

To produce the rankings, the Index uses the finalists and winners' data from the previous year's SMARTIES Awards programmes globally, using a proprietary methodology to determine the campaign's business impact, assigning points to campaigns and the organisations behind them. The methodology for the Index was developed in close collaboration with WARC, the global authority on advertising and media effectiveness.

"The BII presents an opportunity for a country's top marketers to compete with peers at an international level. Being recognised as a leader in these global Indexes is a significant achievement for South African brands and agencies as it means that their work has delivered exceptional value for the businesses they represent and is considered to be amongst the best in the world," comments Luisa Mazinter, MMA SA Chair Emeritus.

To be eligible for inclusion in the BII, brands, agencies, media agencies and tech enablers' campaigns need to have won, or have been a finalist in, the previous years' SMARTIES Awards.



The top ranking agencies, brands and solution providers driving impact and business growth through modern marketing across the Africa Region are:

#### TOP 5 BRANDS AFRICA INDEX

**Nandos** – retail  
**Checkers** – retail  
**Tinkies** – food  
**Heiniken** – alcoholic beverages  
**MTN** – telecoms & utilities

#### TOP 5 MEDIA AGENCIES AFRICA INDEX

**Magna** – Cairo  
**Yonder Media** – Johannesburg  
**Red Star** – Johannesburg  
**PhD Media** – Johannesburg  
**Viseum** – Johannesburg

#### TOP 5 SOLUTION PROVIDERS AFRICA INDEX

**Silverstone** – South Africa  
**Vicinity Media** – South Africa  
**Praekelt** – South Africa  
**Mobitainment** – South Africa  
**Afrinolly** – Nigeria

#### TOP 4 DIGITAL AGENCIES

**HelloSquare** – Durban  
**Retroviral** – Johannesburg  
**Trend Media** – Westville  
**Exp Lagos & Exp Nigeria**

#### LOCAL AGENCIES RANKING TOP 5 ACROSS THE EMEA REGION INDEX ARE:

**Hellosquare**  
 Ranking 2nd Digital/Specialist Agency  
 EMEA Index

**Retroviral**  
 Ranking 4th Digital/Specialist Agency  
 EMEA Index

**Silverstone**  
 South Africa Ranking 2nd Solution Provider  
 EMEA Index



THE MOST COMPREHENSIVE BODY OF WORK AVAILABLE IN MODERN MARKETING – THE MMA CASE STUDY HUB – OFFERS INSIGHTS ON HOW THE BEST-IN-INDUSTRY ACHIEVE SUCCESS.

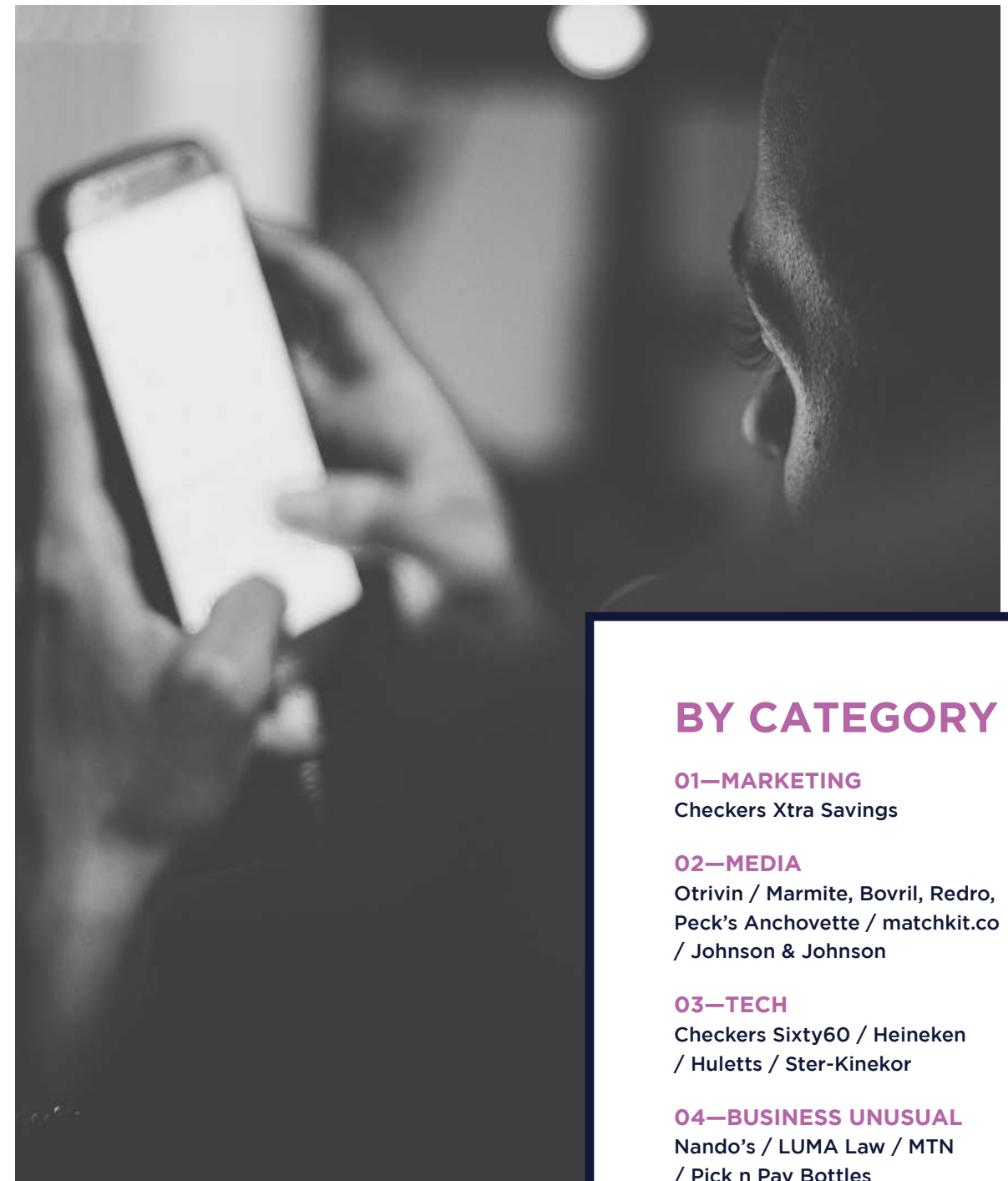
To be eligible for BII recognition submit your entries for MMA SA SMARTIES 2021 Business Transformation. Campaigns entered need to be active in the marketplace between January 2020 through September 2021.

This year, MMA members enter at no charge. In order to promote inclusivity and allow agencies big and small who have never submitted entries a chance to enter, SMARTIES SA will sponsor their first category submission.

**ENTER HERE**

For details on membership and the special SMARTIES SA package, [email us](#).

# BUSINESS IMPACT INDEX CASE STUDIES



## BY CATEGORY

### 01—MARKETING

Checkers Xtra Savings

### 02—MEDIA

Otrivin / Marmite, Bovril, Redro,  
 Peck's Anchovette / matchkit.co  
 / Johnson & Johnson

### 03—TECH

Checkers Sixty60 / Heineken  
 / Hulets / Ster-Kinekor

### 04—BUSINESS UNUSUAL

Nando's / LUMA Law / MTN  
 / Pick n Pay Bottles

# MARKETING CASE STUDY



## GOLD WINNER

### CHECKERS XTRA SAVINGS LOYALTY PROGRAMME

The Shoprite Group

**Marketing:** Product / Services Launch

**T**hey might be Africa's largest retailer, but as far as customer loyalty information was concerned, Shoprite realised their competition knew a lot more about their customers than they did. If Shoprite wanted to say ahead of the game, a customer loyalty programme needed to be implemented, and soon.

17 development teams set out working on a single back-end system that could drive a fully digital, mobile-first approach. To improve adoption, the company believed the signup process must be as easy and pain free as possible, which meant waving goodbye to anything clunky or paper based. Absolute simplicity and immediate reward became the

driving force behind the campaign, with the target set to sign up a customer in under three minutes at the till and them being able to use the card immediately afterwards.

On the day of the Checkers Xtra Savings launch, customers were greeted with one of four ways to sign up - the website, an app, a WhatsApp bot and USSD, doing so by filling in only four data fields. And yes, all this happened in less than three minutes.

Checkers' in-store and digital messaging further pushed the idea that it's easy to become a loyalty programme member, with Xtra Savings offering decent savings and competitions, which helped the campaign pick up speed.

As their goal, Checkers set out to achieve five million signups in the first 12 months - they did so in only ten. What's more, using the same backend, the Shoprite Group also managed to sign up seven million customers for the Shoprite Extra Savings programme. Simplicity, it seems, is indeed key.

# MEDIA CASE STUDY



## SILVER WINNER

### OTRIVIN

AdColony

**Media:** Mobile Gaming

**F**or consumers, pharmaceutical products are not exactly a high interest category and driving engagement can be a challenge at the best of times. For Otrivin, the key message was clear - our nasal spray will clean up passageways in as little as two-minutes.

With that in mind, Adcolony went to work creating a 30 second ad utilising its Aurora interactive video technology. Instead of just watching a congested dad using Otrivin to clear up his and help his kid blow up balloons, viewers were tasked with doing their bit to assist. As the dad sneezed, the phone's screen would be covered with "irritants" which needed to be wiped away. Tasked with blowing up a balloon, viewers helped the dad do so by tapping and

holding the screen. A gamified dynamic end-card helped maintain further interaction by again providing the chance to tap a balloon, with a 'learn more' button on hand for further information.

The interaction provided by the Aurora video technology turned out to be key to the campaign's success, with 93% video engagement rate maintained through one million completed video views, 1 350 000 impressions, and 860 000 unique users. As for the effectiveness of this interaction, Nielsen noted a 67.7% uplift in ad recall and an incredible 85.5% uplift in purchase intent - aggressive performance to say the least.

# MEDIA

## CASE STUDY



### GOLD WINNER

## MARMITE, BOVRIL, REDRO, PECK'S ANCHOVETTE

Yonder Media

Media: Mobile Gaming

While Marmite and Bovril savoury spreads receive a fair amount of affection from the SA public, Redro and Peck's Anchovette are perhaps less desired. How then do you spread the love more evenly in a cross-brand campaign? For Yonder Media, the perfect match could be found in a Tinder-like approach: Match users to their perfect toastie to find their Sarmie Soulmate.

Four delicious sandwiches were created with each spread, and after receiving a unique name (Mademoiselle Marmite, Smokey Sandy), personality and bio, these 'dating profiles' appeared on a mobile-optimised microsite. Users were tasked to swipe left or right through

a few statements which would eventually connect them to their ultimate Sarmie Soulmate. Once true sandwich love was found, the exact recipe could be downloaded, with those submitting a till slip as proof of purchase standing the chance to win a share of R50 000.

With a limited media spend of R87 435.50, the campaign managed to secure an impressive 11,06 million total impression and a reach of 3.02 million. Growth was achieved across all four brands, with both value (17%) and volume (10%) seeing a jump during Jan-Feb 2020 compared to the same period the previous year. All this by showing a sandwich a bit of love.

# MEDIA

## CASE STUDY



### GOLD WINNER

## MATCHKIT.CO

Retroactive, Aerialscoop, Lerato Malekutu, Myra McGlynn

Media: Mobile App

While pro athletes might be focussed on the field, their online presence can be scattered and fragmented. Many are gaining an audience on Instagram, however, an important personal website is often non-existent. This means lost opportunities not only for personal brand building, but also for current sponsors and possible future ones.

MatchKit promises to change this, giving athletes the ability to build a website on the MatchKit platform in just five minutes. Currently active as a mobile web app, Matchkit.co was built to function as a website but with the ease of use of a social media app.

Signing up to the service, the athlete receives a dedicated webpage listing his/her achievements, sponsors, featured videos, social media pages and top content. It shows their top social media content, and to help with sponsorship, the athlete's follower age range, growth and locations are also presented. Furthermore, each athlete has the ability to sell merchandise, set up charity donation drives and do ShoutOuts to fans.

Springbok World Cup winner, Bryan Habana was the driving force behind MatchKit's PR push to the media, resulting in a number of local rugby talent entering the service. But in the short few months the site has been active, international talent has taken notice. The US Swimming Olympic team has come onboard, as well as the Irish Women's rugby team, English cricketers, Red Bull South Africa and Uruguayan rugby.

Luck often turns a game, and with a bit more of it, MatchKit might be on track to become the LinkedIn of sporting talent.



# MEDIA CASE STUDY



## GOLD WINNER

### SHO MADJOZI / JOHNSON & JOHNSON

King James Group  
Media: Mobile Social

It's not easy to talk about periods in South Africa. Stayfree is well aware of this and needed a campaign to help demystify some of the many myths around periods and at the same time drive brand affinity.

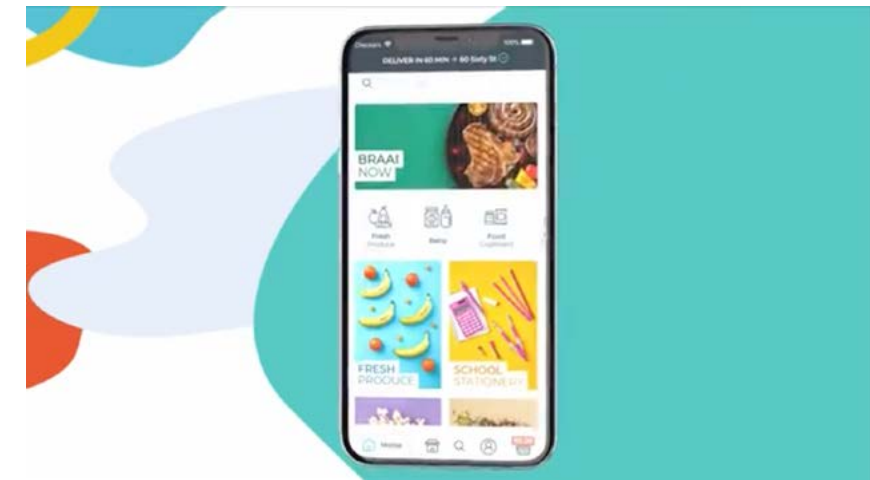
With this in mind, King James teamed up with musician Sho Madjozi to address a fundamental problem experienced by many women (and girls) locally: Where is a discrete place online to ask questions around my period?

A chatbot was designed using Facebook Messenger, which meant questions could be answered discreetly and not shared to the broader Facebook community. And unlike many others chatbots available, a lot of

attention was paid for this one to not come across as 'bot-like'. Here Sho Madjozi was key, with her tone and style adopted for all interactions. To help with the overall look and feel, gifs, memes and imagery played an important role, with FAQs and voice notes from experts also integrated into the experience. A chatbot, unfortunately, can only do so much, and to not risk the chance that a question goes unanswered, a group of community managers were trained to take over from the bot when needed, in a similar Sho Madjozi style.

From what can be gained from the results this conversation around periods was much needed. In the first few weeks of the campaign it managed to crash the Facebook inbox, with some users spending as much as 49 minutes interacting with the chatbot. With over two million engagements, Stayfree secured a 14% engagement rate (99x than the industry average), and a 21.1 points ad recall (3x higher than average) rate. Importantly, even though this campaign was not tasked with driving sales, the brand underwent a 30% increase in sales over the period the campaign was running, with no other campaigns contributing.

# TECH CASE STUDY



## GOLD WINNER

### CHECKERS SIXTY60

The Shoprite Group  
Technology: Innovation

Select your shopping in 60 seconds, with delivery taking place in 60 minutes - as Bruce Whitfield of The Money Show rightfully noted, "It's either a game changer or the craziest idea ever in South African retailing." Luckily for the Shoprite Group, the Checkers Sixty60 app turned out to be the former, disrupting the online grocery shopping market in the little more than year and a half it took from writing the first piece of code until a national footprint.

So how does Checkers achieve the titular 60/60 time frame? Firstly, the app is merchandised differently, with clients able to also shop according to themes. For example, everything needed for a braai is grouped together, requiring little more than a few clicks to have your shopping basket filled for a lazy Saturday afternoon. Another pain-point

is relieved by being able to select your alternative product up front if your first choice is not available, rather than being notified about it later.

Once an order is placed, it's the shop picker that jumps into action, and for Checkers, the picking app was just as important as the customer app. Seen as an improvement on traditional warehouse management systems, the picking app shows exact photos of the product needed, while the product list is optimised according to the aisles of the store. The picker need not queue for a till since hitting the 'complete order' button will activate the sale and notify the driver. Up until delivery is made, complete visibility is maintained with the customer via the app, letting them know where exactly their order finds itself.

The result? The Checkers Sixty60 app has achieved profitability in year one, with Checkers gaining market share and attracting customers who have never shopped at Checkers before. Moreover, through Sixty60 Checkers created 1500 jobs during an extremely difficult economic period, plus managed to team up with smaller businesses along the way. Crazy? Maybe. A game changer? For sure.

# TECH

## CASE STUDY



### GOLD WINNER

## HEINEKEN

Vicinity Media

**Technology:** Location Based Targetting

Although the Waze app is a great navigational tool, many users check the app for roadblocks before hitting the road after drinking. For Heineken and Vicinity Media the challenge was to find a way to use Waze to help stop drinking and driving.

Since Waze depends on GPS, geolocation played an integral part of this campaign. 100 Heineken drinking venues were identified and plotted to Waze, and when a Waze user searched for one of these, Heineken's "When you drive never drink" message was displayed. A Heineken takeover of the navigation screen was also activated when a user came close to such a venue, importantly offering the user an Uber voucher. Finally, by clicking on a Waze

Heineken arrow when leaving the venue, they were again served the Heineken ad plus offered an alternative to driving.

The When You Drive Never Drink campaign might be unusual in its approach, but it certainly made an impact. Heineken secured 3.1 million impressions, managed 9 800 educated navigations to drinking venues and 17 000 clicks. And while many campaigns can boast about an increase in sales, not many can also be considered life-saving. With 100% of the Uber vouchers offered downloaded, it's clear that Heineken might just have helped someone make a critically important decision.

# TECH

## CASE STUDY



### GOLD WINNER

## HULETT'S

Gorilla

**Technology:** Mobile Video Technology

One month into the new Huletts account, the pandemic hit, putting a halt to all of Gorilla's current plans to help the brand stand out as the 'Proudly South African' sugar. For Huletts' workers, however, it was business as usual since they fell under essential services. Seeing workers in the fields and factories continuing as normal, but with a mask, gave rise the idea of the national "Humthem". This because singing Nkosi Sikelel' iAfrika under a mask might be difficult, but humming it certainly isn't.

The team took this idea and created creative around it set for television, social media and other digital channels. South Africans love the national anthem, so tapping into their patriotism, especially during lockdown, was not

difficult. A call to action was put forward on Huletts' social channels for fans to share their own 'Humthems', ultimately leading to a massive 3255 proudly South Africans sending in videos (27 hours in total). This culminated on Heritage Day, with a master video of Nkosi Sikelel' iAfrika being hummed by all entrants shared by Hulets.

It's not difficult to see why Huletts' proudly South African messaging tied in so effectively with the 'Humthem', with the campaign resulting in a massive 75 million impressions and 12 million engagements, and Facebook's engagement rate standing at a spectacular 43%. This ultimately resulted in an 18% improvement of Huletts as a preferred brand, a 60% improvement as a "Proudly South African" brand, and a 4% increase in market share.

## TECH CASE STUDY



### GOLD WINNER

#### STER-KINEKOR

Silverstone Studios

**Technology:** Data / Insights

Conducting customer service ratings are difficult at the best of times, but asking customers to help before they are about to watch a movie should be impossible. Or so one would think.

As part of a larger festive campaign, Ster-Kinekor wanted customers to also rate the interactions they had at their cinemas. The #RateMyVibe section formed part of the Ster-Kinekor app and mobile friendly website, and allowed customers to either scan a staff members' unique QR code or enter their number to rate them (staff were encouraged to promote the scanning of their tag), or complete the fields for a general cinema rating. Doing so would result in reward points towards free tickets, popcorn or drinks, and

formed part of a larger group of challenges on the app. For example, you could refer a friend, which proved highly effective.

If the customer provided a positive rating, the user was prompted to complete a cinema review on Google, leading to the amplification of positive sentiment and stronger SEO indexing.

At the end of the two-month campaign, Ster-Kinekor managed to secure an incredible 21 733 RateMyVibe reviews, with 10 127 customers leaving further comments after completing the ratings. Ster-Kinekor were able to complete daily cinema rankings based on scores, similarly able to do so for each employee. It made for some interesting insight, and when a highly rated outlier was found on the employee leaderboard, the person could be verified, promoted and held up as an example of outstanding customer service. As far as dissatisfied customers were concerned, managers were able to contact them seeing that the app also provided the cellphone number. For Ster-Kinekor it turned out that #RateMyVibe was the true summer blockbuster.

## BUSINESS UNUSUAL CASE STUDY



### GOLD WINNER

#### NANDO'S KERBSIDE

Nando's

**Business Unusual:** Customer Experience

As the move to lower lockdown levels helped lift restrictions, there was still a palpable sense that social distancing must be maintained and that contact should be restricted. For Nando's this posed a problem since to keep the take-away business going, a strong flow of customers was needed.

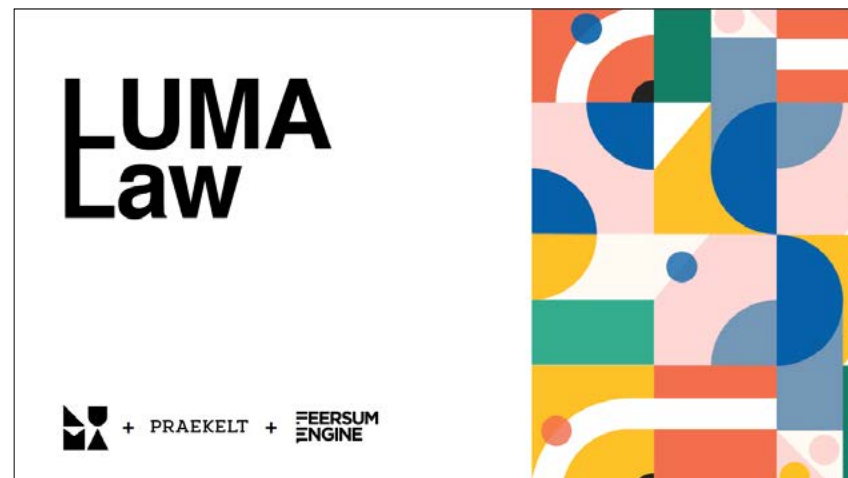
Like a number of other ideas during this period, Kerbside collection was born out of necessity. The concept was easy - allowing your Nando's order to be delivered directly to your car when you arrive at the pick-up point. However, the technicalities of doing this were tricky. How, for example, do staff know who's arrived during a busy period and how do they identify each car?

Luckily, there were a few things counting in Nando's favour. For one, the company invested in their own platform, which meant they were not dependent on another delivery service app and had full control over their own. The Kerbside option could be integrated on the front-end for the customer, while also making sure the staff working through the service-end had the information needed to easily identify each car for each order. Geo-fencing on the app further allowed customers to acknowledge that they arrived at the Kerbside parking bay. As per usual, Nando's got their messaging across in the usual quirky way, making sure customers knew about the Kerbside option and how it works.

Through Kerbside collection, Nando's added incremental sales in the region of R11 million, which without this option would most likely have been lost. Interestingly, the amount that people purchased through Kerbside was significantly higher than any other channel they have offered in the past. Hot or not, Kerbside turned out to be just what was needed.



# BUSINESS UNUSUAL CASE STUDY



## SILVER WINNER

### LUMA LAW

Praekelt Consulting

**Business Unusual: Social Responsibility**

**L**UMA Law has a noble objective: To improve the average South African's legal literacy by increasing access to basic legal information on the law and how it works. Targeting South Africans without the disposable income to be able to afford legal assistance, it was slow going for the service until LUMA approached Praekelt.com to help scale the organisation. Work was put into creating the LUMA chatbot, able to digitise the justice journey and finding a way around legalese through the art of storytelling.

LUMA wanted to meet users where they were, with Facebook Messenger picked for the first phase of deployment. It proved to be one of their best decisions, since Facebook allowed

engagement with users through mixed media, live events, webinars and digital resource packs. When lockdown hit, a Covid-19 journey was added to the bot, containing information on UIF matters and Covid response. This was just what was needed, resulting in 70% of users reporting it was the most valuable part of the bot.

The results speak for themselves. Before the LUMA Chatbot, 50 people per month were helped by LUMA Law, which involved working weekends to do so. After implementation, a 1000 people per month were assisted, weekends free. With 4000 interactions, LUMA received an 80% engagement rate on Facebook, with an average of 6000 engagements on social media and 60 attendees per webinar.

As for the future, because the LUMA chatbot was created through Praekelt's Feersum Engine, it is channel agnostic, and there are plans afoot to deploy to other platforms and make it available in all 11 official languages.

# BUSINESS UNUSUAL CASE STUDY



## GOLD WINNER

### MTN

Silverstone Solutions

**Business Unusual: Customer Experience**

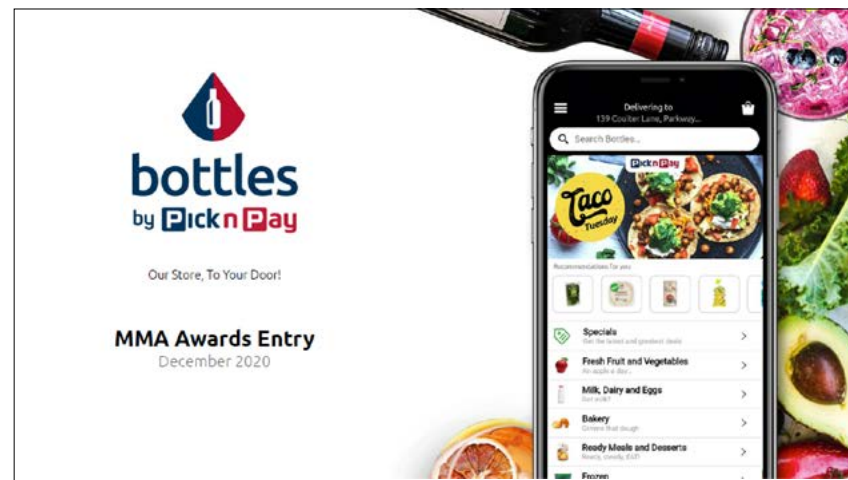
**M**TN Nigeria's Y'ello Star music reality show was on track to unearth the country's next big singing talent until Covid-19 threw a major spanner in the works. Large scale talent searches usually depend on public auditions in major cities, but with lockdown restrictions in place, MTN Nigeria had to find a stay-at-home solution.

Enter Silverstone Solutions with Promoflo. This marketing and audience engagement platform had to be modified to become a mobile-web virtual audition platform, ready to host, record and score thousands of nationwide auditions. As a proof of concept, Promoflo hosted MTN Nigeria's Y'ello Star Staff Edition finale, with 223 478 votes and 1698 MTN Staff engaged through a closed loop environment.

With this successfully completed, it was on to the full competition which proved to be a different story altogether. On the back-end, Promoflo had to handle everything from contestant onboarding, audition booking, the facilitation of contestant profile pages and session recording, with Silverstone Solutions even assisting in producing the show.

In the end there were 16 000 auditions booked over a three-week period, with 97 daily live-stream sessions and judges working in shifts to accommodate all the Y'ello Star entrants. 4954 auditions were eventually scored through the platform and 750 GB worth of live-stream data recorded. Promoflo dealt with a significant amount of traffic thanks to 355 879 sessions and 5.2 million engagements/views in a month. If the show must go on it seems Silverstone Solutions is a solid casting choice.

# BUSINESS UNUSUAL CASE STUDY



## GOLD WINNER

### BOTTLES APP

Pick n Pay  
Business Unusual: mCommerce

**W**hen Bottles was launched in 2016, it disrupted the alcohol retail space, becoming the first and largest on-demand alcohol delivery marketplace. But after four years of growth Covid-19 hit, and with-it lockdown restrictions banning the sale of alcohol in South Africa. It was clear that without innovative thinking, and quickly, the company would not survive.

The decision was made to pivot towards an on-demand grocery essentials delivery service, leveraging their existing relationship with Pick n Pay. Incredibly, only four days into the nationwide lockdown, Bottles piloted this new service, and the rest, so to say, is history.

The Bottles service now encompasses more than 90 Pick n Pay stores nationwide, averaging a delivery time of 90 minutes and a delivery fee of only R35. As far as key numbers are concerned, since the service launched there have been 700 000 app downloads, 500 000 successful orders, and 90 000 active users. For the team behind Bottles, the pivot has been a major success, with sales/turnover growing at over 600% YoY, orders growing at over 400% YoY, and 14 new employees joining the team. Oh yes, Bottles was also acquired by Pick n Pay. Talk about spotting opportunity a challenges...

# SMARTIES AWARDS 2021 WHAT'S NEW?



**S**MARTIES AWARDS 2021 is excited to celebrate the creativity and innovation many of our local brands have been able to demonstrate this year,

In 2020, we witnessed how brands found new ways to connect to their customers, pivoting to respond to the changes in purchasing behaviour brought about by the global pandemic.

This year, given the ongoing, seemingly unchanging state of affairs with lockdowns, quarantines and social distancing, many marketers have had to transform the way they operate.

SMARTIES Business Transformation 2021 celebrates brands that were able to create digitally enabled experiences for the Covid-acclimatised consumer.

We expect to see even greater creativity and innovation.

## WHAT'S NEW IN 2021?

To promote inclusivity and to allow agencies big and small who have never submitted entries a chance to enter, SMARTIES SA will sponsor their first category entry.

### THE 2021 JUDGING PANEL

Last year's finalists had an opportunity to showcase their best work to a panel of exceptionally talented South African CMO judges. This year, the judging panel will include Global and Pan-African Marketing thought leaders to help SMARTIES SA set the benchmark for digital excellence in Africa.

## CATEGORIES

We've introduced seven new categories to sit alongside those universally sought after:

- Promotion
- Social Media Marketing
- Contextual / Native Advertising
- Social Messaging / Chat Apps / Text Messaging
- Social Commerce
- Influencer Marketing
- eCommerce (pivoting during the pandemic)

## ENTRY DATES

Call for Entries Open:  
27 May 2021

On-Time Deadline:  
15 October 2021

Eligibility:  
Core SMARTIES categories,  
Jan 2020- Sept 2021

[MORE INFO](#)

# SMARTIES

BUSINESS UNUSUAL

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