



In association with MMA South Africa's Strategic Partners:











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For marketers, mobile connects their brands and businesses with consumers in a personal way that no other media can. It's because of this connection that mobile marketing, when used strategically and creatively, delivers such a good return. This prowess is what the SMARTIES Awards honours; excellent use of mobile marketing that positively and significantly impacts business results.

In this guide we showcase the very best in South African mobile marketing, and share how to enter your work for the 2019 awards.

The case studies - winners of the 2018 SMARTIES Awards - are exceptional examples of what can be achieved through this truly unique medium. We urge you to take the time to review them carefully to glean insights into mobile marketing best practice.

The 2018 SMARTIES winners were also South Africa's Business Impact Index (BII) candidates. This means that they were automatically entered into the MMA's global BII Awards programme where their campaigns were evaluated and critiqued against some of the best in the world. To win, their campaigns had to clearly demonstrate how their work made a massive mark on their clients' bottom line, generating an excellent ROI.

# ...mobile marketing, when used strategically and creatively, delivers such a good return.

In last year's BII, South Africa performed extremely well against international peers with Digitas Liquorice, Yonder Media, Gloo@ Ogilvy and Gorilla all ranking in the top ten in the EMEA category. This year, we are proud to announce that nine of the top ten EMEA digital agency winners are South African firms, while the no.1 spot was awarded to Digitas Liquorice. This is a stellar performance and goes to show the high standard of work that we as a country produce.

Now that the 2019 SMARTIES Awards are open for submissions, we again look forward to judging your work. Winners will be announced on the 30th October at our annual SMARTIES Gala Awards in Johannesburg, and all will immediately be entered into the 2019 global BII, the results of which will be announced in early 2020. Winners of both a SMARTIES and a BII represent the very best in mobile marketing excellence from around the world, and is something to be very proud of.

To give your submission its very best shot, use this guide to craft your entry. It offers tips and insights from last year's judges, explains the categories and shares winning case studies from 2018.

We wish you all good luck! Sarah Utermark

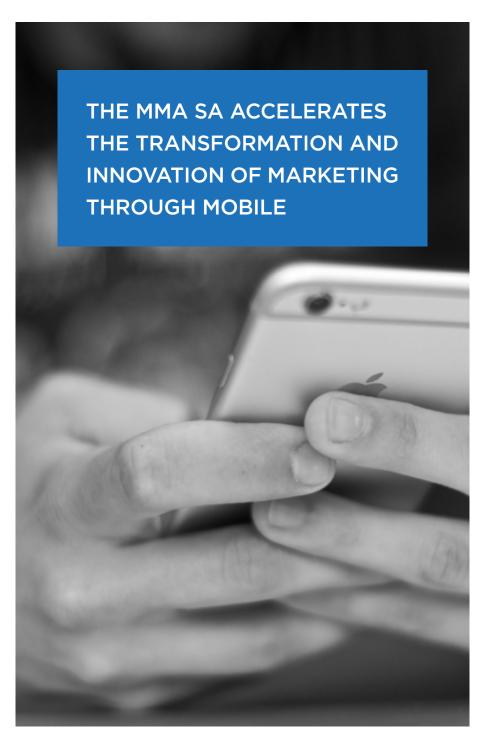
The place to find out more about the Future of Marketing is with the Mobile Marketing Association (MMA). Some marketers see this future as being about great stories well told whilst others see it as being all about attribution models and pixels. Wherever you sit on this spectrum the MMA has it covered - by demonstrating impact and ensuring measurement within marketing campaigns, by building capabilities for success across the mobile ecosystem and by cultivating inspiration and innovation through our SMARTIES Awards - the world's only global mobile marketing awards programme honouring innovation, creativity, and business success.

These awards, be it for a campaign, a product, a service, an app or a mobile site are judged on their impact in growing their businesses. The MMA SMARTIES Business Impact Index (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 their activities.

Winners become the basis of our MMA case study hub giving the industry a whole library of the best of the best in marketing. The SMARTIES Awards are where storytelling and data meet. In 2019, I urge you to be part of it.



## ABOUT THE MMA SA, BII AND SMARTIES AWARDS



## About the MMA South Africa

The Mobile Marketing Association (MMA) is the world's leading global non-profit trade association. It comprises of more than 800 member companies, from nearly fifty countries around the world. Of this the MMA SA has members that represent every faction of the mobile media ecosystem: brand marketers, agencies, technology enablers, media companies and Mobile Network Operators.

Working closely with the MMA Global team, the MMA South Africa accelerates the transformation and innovation of marketing through mobile so that it drives business growth through closer and stronger consumer engagement.

## About the SMARTIES

The SMARTIES
Celebration of Talent
honours global
innovation, creativity
and success by
showcasing each year's

most effective mobile campaigns. This winning work inspires, educates and ultimately propels the industry forward through the most-trusted authority in mobile 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 mediumeffectively weaving together a great idea, compelling creative and air-tight executionto 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.

All SMARTIES Award winners are automatically entered into the Business Impact Index (BII). It honours work from around the world that significantly delivers tangible business impact for clients through mobile-first campaigns.

## About the Business Impact Index

Launched in 2018, the MMA SMARTIES Business Impact Index (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.

In its inaugural year in 2018 South Africa outperformed all other countries represented by the BII. Liquorice Digitas, Yonder Media, Gloo@Ogilvy and Gorilla each ranked in the top ten in the EMEA Mobile Marketing Association's inaugural SMARTIES **Business Impact Index** while Liquorice Digitas and Yonder Media ranked #2 and #3 in the global Index's ranking. This is a significant achievement and demonstrates the exceptionally high standard of work that South African agencies deliver.

All 2018 SMARTIES Award winners have been entered into the 2019 Bll. Winners will be announced in early 2020.

## **About this guide**

The MMA SA acknowledges campaigns that, at their core, deliver tangible business results. It's this focus on outcomes that sets the SMARTIES apart and all work entered into the Awards is reviewed strictly against this metric.

This guide has been compiled to assist

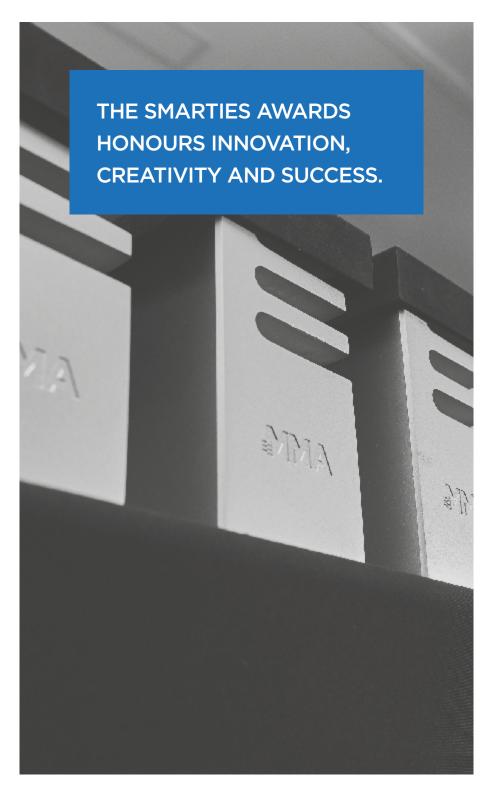
South African agencies and brands produce quality entries that meet the judges' high standards. It provides tips on how to enter, insights from the judges, case studies of 2018 winning work and must-know information on submitting work.



# ...a SMARTIES Award is considered the gold standard of mobile marketing excellence



# CATEGORIES & AWARDS



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

## JUDGING CRITERIA IS AS FOLLOWS

Creativity:

20%

Strategy:

20%

Execution:

20%

Results:

40%

While achieving the above touchstones are instrumental to success, it is critical to remember that across all entries in all categories, the work must have mobile at its core. To be certain of this, it may help to ask yourself "If we were to remove mobile from this idea/execution, would it still work?"

There are 18 categories that celebrate the

channels used by mobile marketers, the sectors they operate in and some special awards for the most innovative brands in the industry. You may enter as many categories as you wish. To increase your chances of winning, consider entering your work in multiple categories and across regions.

## **Marketing Objective Categories**

There are 18 categories to choose from: Brand Awareness, Lead Generation, AR/VR, Product/ Services, CRM, Social Impact, Cross Media, Cross Mobile Integration, Mobile App, Mobile Social, Innovation, Location-based targeting, Mobile Video, Mobile Audio, Mobile Gaming and Mobile Payment/e-commerce, Programmatic and IOT along with the four prestigious industry awards, including this year's "Best in Show" - the People's Choice Award.

When entering into these categories you

should present your entry in a way that addresses the challenge as outlined in the category definition. Be sure to review the category definitions that follow to ensure your effort meets the criteria of the specific category definition.

Unsure where your campaign fits best?

Contact us on info@mmasa.org and we will get back to you with recommendations.

## **CATEGORY DEFINITIONS**

CAT	EGORY	DESCRIPTION
MARKETING	Brand Awareness	Brand growth, development and enrichment. These components are critical to a successful brand awareness campaign as well as establishing brand recognition and familiarity with your customers.
	Lead Generation	A great lead generation campaign will expertly use mobile to directly impact sales, conversions, trial or purchase intent. It can also be quite powerful prior to any transaction(s) if the mobile campaign attracts a good amount of prospective customers that are primed for future engagement and sales.
	Products/ Services	Your campaign launched or re-launched a product or service with mobile at the heart, delivering measurable success. Please be specific as to what made this launch effective, along with the role mobile played in the process.
	CRM	Keeping the customers you have is already tough. Increasing their loyalty is another thing altogether. But that's what CRM is all about - building and managing customer relationships. This category is for the best examples of how mobile can be the cornerstone to those relationships.
	Social Impact	Driving social change - from the palm of your hand. Or your tablet. Or some other mobile device. The point is, campaigns for not-for-profits or government agencies are now more powerful than ever because mobile makes them accessible to everyone. This category is for best in class campaigns that create significant social change or deliver against a public service.
MEDIA	Cross Media	This category utilizes mobile as a core strategy, along with one or more separate channels to round out the campaign. This could include: TV, print, radio, outdoor, PR, direct marketing, etc.
	Cross Mobile Integration	This category is for campaigns integrating a minimum of 3 mobile applications or mediums (i.e. apps, mobile web, messaging, video, display, search, etc.). We are looking for campaigns that hit the above marks, and are strategically customised for each experience.
	Mobile App	Any application that provides information, entertainment, productivity or utility for the customer. Mobile App can be part of a broader marketing strategy or a stand-alone brand experience. Both short-term apps for a specific moment in time as well as longer term apps are eligible for this category.
	Mobile Gaming	Successful marketing within a gaming environment that isn't the app or game itself requires a balance of subtlety and ingenuity. If your campaign strikes that balance, this is the category for you. If you have a branded gaming app, please submit to the Mobile App category.
	Mobile Social	Social can include networks (think Facebook, Snapchat, Instagram, etc.), person-to-person (i.e. Skype, Facebook Messenger, Whatsapp etc.). Of course, all work must be focused on the mobile platform.
ТЕСН	Innovation	For this category, innovation in mobile marketing can come from two different places: Ground-breaking/new technologies or an unconventional/creative use of existing technology.  Due to its exploratory nature, this category will have less weight on results than the others - that doesn't mean that you shouldn't include the impact to your current business or potential shifts it will create for your future marketing efforts.

CATEGORY		DESCRIPTION
Locati Target	ion Based ting	Connecting to customers with the most relevant message when and where they are most likely to act with location based targeting is a marketer's dream. Easier said than done? This category can include one-off executions or longer term campaigns but must include specifics on impact against your marketing goals.
Mobile	e Video	Mobile is quickly ascending as the dominant screen for video consumption. It's nuanced and intimate and is proven to yield impressive results as the most effective storytelling platform, despite the small screen. The formula for success is far more complicated than a 30 second spot but also offers greater opportunities. Show us your best in class, most impactful mobile video campaigns!
Progra	ammatic	A campaign that demonstrates how the use of a programmatic / RTB platform improved the targeting and increased the efficiency and effectiveness in buying, selling and creating a mobile advertising solution.
Mobile	e Audio	Any campaign that demonstrates how the experience of audio techniques, be it music, voice or other sound (audio advertising), was used in a mobile environment to create consumer demand and engagement.
Mobile Payme Comm	ent/	Transactions via mobile have become much easier to navigate, more beautiful in their design, and way more trustworthy. This category exhibits the best examples of mobile commerce that can be an app and/or native mobile capabilities.
AR/VF	₹	Technologies such as virtual reality and computer generated content in combination with live video have pushed the boundaries of creativity in mobile. This category flaunts the most immersive and/or interactive brand experiences using this technology. Due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.
ІоТ		By definition, The Internet of Things is composed of any technology, device or wearable that sends and receives data via the mobile driven internet. For this category, we are looking for products that are out in the market right now. To increase your chances to win a SMARTIES, please submit the actual product. Due to its nascent stage, this category will have less weight on results than the others. However, that doesn't mean you should exclude the impact to your current business or potential shifts it will create for your future marketing efforts.

## **AWARDS DEFINITIONS**

AWARD	DESCRIPTION		
Best in Show	The Best in Show award will be selected by our esteemed panel of judges from the winners of each of the award categories.		
Marketer of the Year	This award represents the Marketer that has incorporated mobile marketing as an indispensable part of their marketing strategy worldwide and is using mobile to drive the innovation of marketing.		
Marketer to Watch	This award represents the Marketer that has made a commitment to pushing the boundaries in mobile marketing to test what's possible and is innovating in new ways to form closer connections with their consumers.		
Publisher / Media Company of the Year	This award represents the Publisher or Media Company that has exhibited unprecedented leadership within the mobile marketing industry to help drive growth and best practices.		
Enabling Technology Company of the Year	This award represents the Mobile Enabling Technology Company whose innovative technology has changed the landscape of the mobile marketing industry and disrupted the industry.		
Agency of the Future	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 mobile marketing industry.		



## THE 2019 SMARTIES AMBASSADORS

This year the MMA SA is proud to announce its first expert team of SMARTIES ambassadors. Throughout the year their role is to provide guidance and insights for the industry at large sharing case studies and collectively helping drive the MMA SA's agenda of transformation, creativity and innovation within marketing and mobile through the SMARTIES Awards programme. Leading the team of esteemed senior executives for the SMARTIES, will be this year's newly appointed MMA SA SMARTIES Jury Chair Dudu Mokholo, Chief Marketing Officer for Samsung Africa.

The Jury selection process will take place over the course of the coming months and will include 20 global brand marketers and agency leaders from companies across multiple vertical markets and representing MMA's membership.

The judging will be held in September and will be lead by the Jury Chair, whose primary role will be to act as guide and manage the complicated and competitive judging process to ensure that the SMARTIES recognise the commitment and accomplishments of South Africa's leading companies and individuals in the burgeoning mobile marketing industry.

"Our Jury Chair has vast experience at the highest level of marketing across Africa. As such, her input and recommendations in providing critical analysis of campaigns and the assessment of business impact, will help guide the panel in awarding excellence. We encourage entries this year from a much broader pan African scale to show the true extent to which mobile has become the primary marketing channel for reaching consumers across Sub Saharan Africa. The SMARTIES re-enforces what we are doing as an industry, to showcase what marketers and agencies can achieve when really building integrated mobile strategies across the entire mobile marketing spectrum as opposed to siloed one-off mobile executions," comments Sarah Utermark, Country Director MMA SA

## MEET THE SMARTIES AMBASSADORS



Andrew Stein
Makro's Marketing
& E-Commerce Director



Daniel Padiachy McDonalds's Chief Marketing Officer



Neeraj Ramajathan MTN's Group Digital Head, Mobile Advertising



Dudu Mokholo Samsung's Chief Marketing Officer - Africa

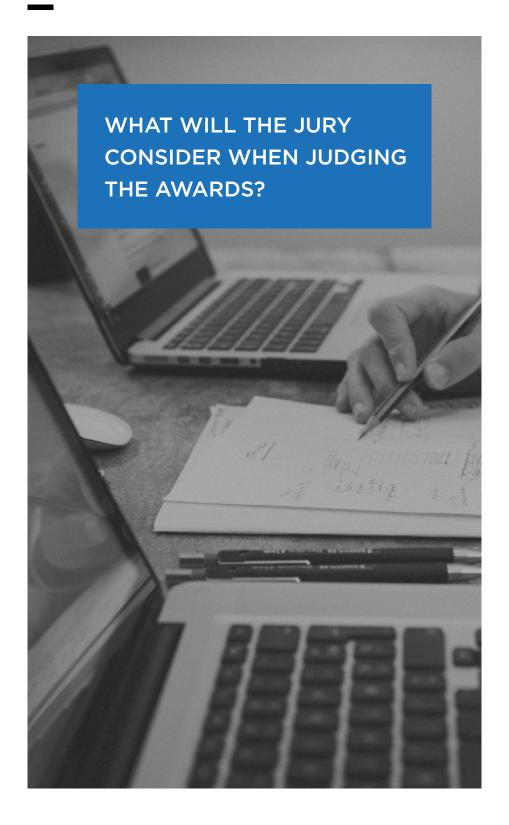


Sagren Pather Standard Bank's Executive Head, Digital Marketing & Analytics



Luisa Mazinter TymeBank's Chief Marketing Officer and MMA SA Chair

# JUDGING CRITERIA & PROCESS



For the purpose of judging, all information provided will be treated in the strictest confidence and will only be viewed by the Jury. However, in any editorial write-up about entries, some information may be needed from the written entries. Any information that is commercially sensitive and which may not be used in an editorial write-up should be noted.

## Submissions are considered according to:

## STRATEGY (20%)

Please provide an explanation of why you believe your entry satisfies the criteria or the category entered. Judges look for information and understanding of the business and/or marketing challenge along with a solid mobile strategy. Please ensure your submission references research, creativity, demographic targets, technologies leveraged as well as other strategic considerations for the campaign.

## Consider these four questions:

1 What was your

- strategic objective? (Increased market share, brand awareness, time engaged with the brand, sales, leads etc.)
- 2 Who was your intended target audience?
- **3** What was your creative and media strategy?
- 4 Context is this the first year of the campaign? If not how has your strategy adapted to previous results and new technology?

## **EXECUTION (20%)**

Please provide an explanation of how the campaign was implemented and its level of success.

## Consider these eight questions:

- 1 How did the execution or enabling technologies help achieve results?
- 2 How was the mobile component or enabling technology integrated into the overall marketing strategy?
- 3 How creative or sophisticated was the campaign in its use of mobile media?
- 4 What did the mobile channel or enabling technology bring to the overall campaign that other marketing channels missed?
- 5 How was the mobile channel or enabling technology matched to specific markets and demographics relevant to the overall

- campaign execution?
- **6** What percent of the campaign budget went to mobile?
- 7 How well was mobile technology leveraged?
- 8 Was the campaign compliant with MMA guidelines and best practices? And, what impact did the campaign have on the market?

## **CREATIVITY (20%)**

Criteria such as consumer engagement, unique use of mobile media types, and creativity dynamics and integration with the overall campaign will be considered. Samples of marketing materials and case studies should be provided and must be received at the time of submission to be considered with the application. The video must be hosted by a third party. Please make it as easy as possible for judges to experience the creative as originally intended.

## Creative Samples Guidelines:

- Active URL to landing page or FTP site with links to each creative element of the campaign or multiple active URLs (separate each URL with a comma). If providing links, please make sure sites are live. Broken links are grounds for disqualification.
- Login information if applicable:
  - User name
  - Password





- Additional instructions (for example, "click on the XYZ campaign tab")
- It is strongly
   recommended that
   you submit a case
   study video with
   your entry: A short
   (2-3 minute) case
   study video, or brief
   written case study (2
   pages maximum)
   that captures

the creative and actual interactive experience.

## Creative Video Guidelines:

 You cannot upload video directly to the submission form. Creative samples must be accessible via URL or they cannot be viewed or scored by the judges.

- Recommended formats:
  - YouTube
     (embedded video
     or direct link)
     or video provided
     by Vimeo,
     Brightcove, or other
     embedded means.
  - Flash video (embedded within a creative URL)

## RESULTS (40%) (BUSINESS IMPACT)

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

## Consider these six questions:

- 1 Did the campaign achieve its objective and goals?
- 2 What impact did the campaign have on the market, if any?
- **3** How innovative was the campaign?
- 4 What impact did the campaign or enabling technology have on future utilisation of

- mobile in the client's business?
- 5 How did customers receive the campaign? Note: information entered here will be kept confidential to the MMA SA team and judges and will not be shared publicly unless express consent is received from the key point of contact for this submission.
- **6** Calculate a figure for return on investment (based on sales, profit, etc.)



"The SMARTIES Business Impact Index forces focus on what ultimately matters: overall business growth, and benchmarks what success looks like."

Sheryl Daija, Chief Strategy Officer, MMA

## **JUDGING PROCESS**

Judging is done in two stages:

## **Phase One:**

Pre-Screening: The shortlist is decided by a first round of voting. Judges evaluate and score each entry. Each campaign is screened by a minimum of five judges. A voting system selects the highest marks

given in each category. The four entries with the highest scores become the category finalists.

## **Phase Two**

Further voting establishes the ranking in each category, which is the basis for the juries' discussions and awarding of Gold, Silver and Bronze. Judges evaluate, discuss and debate the merits of

each shortlisted entry to determine the category winners. Judges score each campaign from 1-10. Scores are tabulated, and campaigns are awarded Gold, Silver and Bronze. The Jury Panel will determine the Best-In-Show from the winners of each of the award categories.

The SMARTIES Jury Panel will make the final selection of winners. If there are no suitable entries, judges may decline to appoint a winner for any category in any given year.

At all marketing stages, a judge's vote will not be counted for any entry submitted by his or her own company (ies) in his or her own country. The decision of the juries in all matters relating to the awarding of prizes will be final and binding.

# JUDGES' INSIGHT & FEEDBACK

## 2018 SMARTIES JUDGES SHARE TIPS FOR 2019 ENTRANTS WHILE WEIGHING IN ON LAST YEAR'S AWARDS

What were the strengths of the 2018 entries?

"The campaigns were based on consumer truths, insight, were authentic and relevant. The campaigns that we judged were also forward-thinking, proving that the SA market is very innovative when it comes to mobile."

**Lunga Ncgime, Head of Digital at Tiger Brands** 

"There was a significant step up in the number and quality of use cases."

Rory Moore, Innovator/Head of Liquid Studio

"Quality initiatives that support humans' basic needs and rights, such as education and nutrition. All entries made a significant difference in peoples' lives in South Africa, some in tens of thousands of children, others on creating opportunities for disadvantaged members of society."

Theo Guns, Head of Data Sciences at Publicis Media

"There were a few good examples of how bots are now being integrated into the customer journey. Bots allow for meaningful, repeat engagement if used effectively in the media mix."

Lana Strydom, Executive Head: Digital Marketing at Vodacom

"TV and digital media sync was used well in some campaigns."

Lana Strydom, Executive Head: Digital Marketing at Vodacom

What are the most common mistakes?

"Entering campaigns that only use one or two types of media. There was also no interaction between different media types – no customer journey that keeps the customer engaged across different channels." Lana Strydom, Vodacom

"Use of a smaller Social Impact initiative to 'front' it through a campaign to show social commitment, whilst having a small impact compared to the size of the business. There was also a reluctance to enter in this category; the Social Impact initiative does not need to be mobile focused, only the campaigning around it should for this category." Theo Guns, Publicis Media

"Using location as an add on and not as an integrated part of the campaign." Rory Moore, Liquid Studio

"Taking European or global ideas and applying them locally without taking into consideration the market dynamics. Also the refreshing of old and existing ideas." Lunga Ngcime, Tiger Brands



What guidance can you offer the 2019 entrants?

"More creative ATL and mobile/ digital media integration. This area is still underutilised in most campaigns." Lana Strydom, Vodacom

"Make sure that every media engagement is meaningful, not just for reach." **Lana Strydom, Vodacom** 

"Report on the general economic impact of the social initiative to value it. Report on general awareness and support of the Social Impact initiatives by the wider audience and see how the Social Impact initiative influences the general brand perception." Theo Guns, Publicis Media

"People are looking for authentic and targeted messages that speak directly to themselves as individuals. Location provides this capability." Rory Moore, Liquid Studio

"The ideas should be based on consumer insights and local market insights to be able to build relevant and authentic solutions that solve real consumer problems." Lunga Ngcime, Tiger Brands

Can you provide examples of campaigns that you've seen in the market that are insightful and inspiring?

"MasterCard 2Kuze mobile platform: One of the biggest issues for small farmers is that it's difficult to get buyers for their crops. MasterCard launched 2Kuze to connect farmers with buyers and also to keep track of the stock. The same platform was used to pay the farmers. This solution was based on real target audience insights and local market insights. Mobile was used effectively to solve a real issue." Lunga Ngcime, Tiger Brands

"Dischem, Lucozade and KFC impressed me with campaigns that were all targeted to their target market's movement and geolocation. Nothing beats the right message delivered at the right time to the right person." Rory Moore, Liquid Studio

"Last year's droughts sparked a few water savings initiatives; this might be a relevant Social Impact task going forward. Another example is a pizza delivery company that fixes (branded) potholes in the roads that are there due to a lack of government maintenance." Theo Guns, Publicis Media

"A brilliant campaign from Nike that uses a global concept and localises it. I don't have insight into their media mix, but there is huge awareness of this campaign and just as much engagement." Lana Strydom, Vodacom

What are the key elements you looked for in your respective category?

Location category: "New and interesting uses of location based services to strengthen content and engagement." Rory Moore, Liquid Studio

Innovation category: "I was looking for innovation that is based on real consumer insights that solve real issues. The idea also needed to show how it pushes the mobile-first agenda and is forward thinking." **Lunga Ngcime, Tiger Brands** 

Social Impact category: "Mobile campaigning to bring attention to your Social Impact initiatives, whilst leveraging relevant features that mobile enables over other devices. That can be as basic as the gyroscope, proximity sensors, magnetometer, accelerometer... Also incorporating on-the-go behaviour into the campaign idea. And then also NFC, IoT, AR etc." Theo Guns, Publicis Media

Cross Media category: "I looked for an interesting media mix; it mustn't look like a standard media blueprint for a campaign. Innovative or surprising use of different media types – particularly mobile channels used a new way – is also key. Integration and interaction between different media types particularly ATL with mobile and digital channels is important as is the use of new technologies to enhance the efficiency or interactive capability of media. So is compelling content." Lana Strydom, Vodacom

Any thoughts on what entrants should think about for 2019 submissions?

"Innovation does not have to be on a complete new tech; marketers can also innovate within the existing technology and do things differently. As an example, messaging can be a big opportunity for brands to innovate in e.g. WhatsApp and Messenger as you can also build Al into it. We need to see more innovation in the Al and IoT space." Lunga Ngcime, Tiger Brands

"The cost of the technology is exponentially decreasing and the use cases and opportunities are exponentially increasing. Be bold. Push boundaries. And be pleasantly surprised at the outcome!" Rory Moore, Liquid Studio

"Ideally the Social Impact initiatives need to go further where government support might be lacking, securing food, water, hygiene, health, education, job creation, fight corruption, etc." **Theo Guns, Publicis Media** 

'The customer journey: logical flow between different media types and channels that enhance customer engagement. The longer a customer is engaged with a journey the harder your media budget has worked for the brand. Focus on clever methods to collect and use data to enhance and personalise the customer journey. Content will always be king; tell a compelling story and your campaign/initiatives will be memorable." Lana Strydom, Vodacom

"There are so many ways nowadays for brands to reach their customers through mobile. Agencies are beginning to experiment and innovate in ways we've never seen before and that's what makes judging the SMARTIES so unique and inspiring."

Luisa Mazinter, MMA SA Chair

## **CASE STUDIES**

## 1. MOBICLICKS





## Volkswagen SA "How to Adventure"

### **Brief**

VW sponsored a new TV show with action adventurer Riaan Manser featuring a range of VW vehicles. It used TV sting ads in conjunction with Facebook to drive awareness of the show. The challenge was to get the Facebook ads to run at the same time as the TV stings to enhance conversion rates.

## **Approach**

Using its Magnifi platform Mobiclicks was able to sync the Facebook ads in real-time to when the TV sting ads flighted. TV advertising remains a powerful channel for its broad reach and huge capabilities of maximising brand recognition. However, it's a fact that a massive 95% of viewers now use another screen while watching TV. This so-called 'halo effect' creates the opportunity to leverage readily available, sophisticated cross device marketing tactics to amplify your brand and boost advertising campaign effectiveness. With the attention of social users being in such high demand, you need to tick all the boxes with your message, targeting and timing. Social sync allows advertisers to maximise the impact of their message by maximising relevancy in delivery.

### Results

- 2,13 million ads were delivered and 662k people were reached. The TV sync campaign performed nearly 4X times
  higher on average than a standard Facebook campaign run by Volkswagen. Average length of the Facebook 360
  video was 4 minutes. A phenomenal engagement of 0,1% on CPV of these 360 videos across mobile phones,
  unheard of in the industry, was recorded.
- Magnifi was also able to capture audience engagement during repeat episodes that ran on TV.
- PHD and VW were very happy with this campaign and confirmed it was a major success. It delivered great brand awareness through engagement.

## **MAGNUM**

## Brief

Encourage consideration and consumption of Magnum ice cream in Northern Suburbs of Johannesburg. Specifically influence consumers in proximity to TOTAL and SASOL forecourts. Understand the impact of promotional creative vs. brand creative on driving footfall.

## **Approach**

MobiClicks geofenced the TOTAL and SASOL petrol stations. Consumers were targeted when in proximity to stores. Footfall was monitored during the campaign.

Two sets of creative tested to understand the impact of generic brand messaging vs. bespoke promotional priced creative. Rich media solution included an interactive map, to help drive users to nearest TOTAL / SASOL station to purchase Magnum ice cream.

Campaign used a mix of banners, MPUs and full screen interstitials.

## Results

1,2% CTR, 1,07% footfall rate (exposed to ads), +26% footfall uplift. Promotional creative generated higher engagement rate vs. brand message. Weekends were twice as efficient in terms of driving footfall as weekdays. SASOL WilroPark was the best performing garage CTR.



Mobiclicks
geofenced the
TOTAL and SASOL
petrol stations.

2. MARKI MEDIA

## WATCH VIDEO



## KFC Add Hope campaign

### **Brief**

In an attempt to correct some of the severe food shortages in South Africa, KFC started the "Add Hope" feeding scheme. The idea was simple; ask every KFC consumer to donate R2 with every meal bought. Now in its 7<sup>th</sup> year, consumers are no longer parting with their R2 as easily as they initially were. The problem is that they cannot see where their money is going and how it impacts thousands of childrens' lives every day.

To correct this, KFC wanted to run a mass awareness campaign that used a 360° video of the child beneficiaries playing and laughing in a playground. The only catch was that the campaign had to be targeted at previous KFC consumers – on their mobile devices.

### **Approach**

In marking World Hunger Day and World Hunger Month (May 28, 2017), KFC formulated a first-of-its-kind digital strategy using digital video to create an emotive experience, inviting South Africans to virtually meet some of the children who benefit from their "Add Hope" R2 contributions.

VR ads, AR and 360° video ads are new in digital media marketing. Immersive video consumption is getting rapid traction among the millennial and generation Z groups on YouTube and Facebook.

We found that KFC consumers considered the brand to be cool and trendy, especially among the 16 – 35 year old target audience. This was further supported in the 2017 Sunday Times' Generation Next youth study, where KFC came in 2<sup>nd</sup> place as the 'Coolest Fast Food Place' in South Africa. KFC being synonymous as a cool brand, utilised 360°/ VR to their advantage in the mass awareness campaign for "Add Hope".

To target this urban audience, we used programmatic media's reach capability through smartphone mobile device targeting. Because KFC has run numerous online campaigns in the past, it

leveraged the collected 1st party data audience sets in reaching its consumers to show them gratitude for participating in the "Add Hope" campaign.

## **ROI & Results**

The return on investment, with regards to sales, was not the objective of this campaign. KFC's primary objective was to let consumers know where their R2 had gone. The campaign was also one of the first-of-its-kind in South Africa so there was nothing to compare it to. However, as it was an awareness campaign, we compared the results of the campaign to Global Benchmarks – particularly engagement and time-on-unit metrics. As all the results were significantly better than the benchmarks, KFC and Mark1 Media both agree that this campaign was a success.



## 3. DIGITAS LIQUORICE





## **Knorr What's For Dinner**

## **Brief**

We're continuously on the lookout for innovative ways that will help consumers with their daily meal planning. Knorr also wanted to connect with their consumers in a way that had not been done before, allowing them to interact and engage regularly with the brand in a way that was accessible, instant and fuss-free.

### **Approach**

With a clear objective in mind of offering meal inspiration and reducing food wastage, mobile innovation was the core driver from the get go. Using our Dinner-On-Demand (DoD) chatbot we were able to determine what users were leaving behind and decided to address it, head on.

The data collected over the last year has not only influenced product development and recipe creation, but also how we create content. We created a series of online videos that spoke to these specific leftover ingredients driving users back to DoD. From sweet potatoes to peas, we dreamt up inspiration for dinner ideas so that no food was left behind.

The videos were scripted, crafted and adapted to suit the specific needs of all of our creative platforms. Short and punchy for Facebook, bright and cheerful for Instagram, and longer and immersive for YouTube. We gave our left over ingredients a voice, a story.



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Facebook promoted link ads that incorporated the "Send Message" button linked users straight to Facebook Messenger so they could try using the Dinner-On-Demand chatbot. The link ads we placed were adapted for both mobile and web.

All content was adapted and optimised per channel specifically: programmatic display, social media, website/mobisite, all drove traffic directing back to the chatbot.

The Leave No Food Behind campaign was seeded into the market as a creative content series that was lead by mobile first consumer data collected, social need and AI technology for the sole purpose of changing behaviour in the kitchen.

## **Results**

The campaign achieved its objectives by increasing awareness around food wastage in South Africa and ultimately inspiring consumers to use their leftover ingredients through Dinner-On-Demand, Knorr's innovative social chatbot. We were able to shift the public behaviour in the kitchen, and in doing so, assist with the daily dilemma of what to cook for dinner.

The campaign had over 1.6 million views, 17M impressions, reached 5 million consumers and served over 60 000 recipes over 3 months, it's safe to say that by transforming data into dinner, the campaign was successful in reducing food wastage and assisted with the daily dilemma of what to cook for dinner.

## **OMO Father's Day**

## **Brief**

OMO competes in the laundry category. It is one of South Africa's top laundry detergents. OMO is seen as a heritage brand but mostly as a functional brand. OMO is considered an old fashioned brand and has been known to represent stereotypical family structures. The brand recognised the need to represent all kinds of families and wanted to positively celebrate the unconventional structures using a day we all celebrate – Father's Day.

### **Approach**

Creative Strategy: The stereotypical family unit is a rarity in South Africa. 57% of South African children are raised without their biological fathers. This means that other people have to step up to fulfil this role. So, on Father's Day 2018 we created a campaign that celebrated these unconventional family structures and alternative father figures who do so much for South Africa's children. We chose to reach them on mobile with a heart touching digital film. The digital film shows an emotive scene of a young boy reading out a Father's Day card, expressing gratitude for the love and support shown at key milestones in his life. In the closing scene it is revealed that he is not reading the card out to his father but rather his Gogo. Consumers could then share their Father's Day messages with the hashtag #FathersDayForAll.

### **Media Strategy**

The media was set up in such a way that it was optimised for engagement and video views on mobile.

### Results

The campaign achieved its objectives by increasing brand awareness and improving brand love image attributes of the OMO target market. The following was achieved by the campaign video being watched 189 599 times on YouTube, Facebook and Twitter during its first 48-hours on mobile.

Brand love was shown in positive sentiment expressed across all channels with consumers sharing their love for their family members and their love for the brand's activity and acknowledgement of unconventional family structures.

OMO gained over 3.5M impressions of the Father's Day film over 3 platforms, and achieved 6 518 52 views at a video view rate of 24% - an excellent result exceeding the campaign KPI of 12 - 15%

On Facebook the campaign reached 1982 976 people and we had 64.5K engagements over both Twitter and Facebook within the two-day campaign.

YouTube set their benchmark of Cost Per View as R1.24. This video achieved R0.43 per view and this is an astounding result, especially considering the target market and the fact that this was primarily viewed on mobile.



OMO gained
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## 4. GORILLA



## Shield "Azishe"

## **Brief**

Introduce Shield to soccer fans as a brand that keeps you dry and cool in stressful moments of high pressure.

### **Approach**

We turned watchers into participants by shifting the pressure from the player to the fan, and moving the arena of competition from the field to the phone.

During pre-game hype and fan excitement, we introduced a tactical mobile campaign which only ran during key soccer games. This drove hype on our biggest platforms, namely Facebook and Twitter.

We seeded the concept using native media placement before the matches, educating fans on the platform, trigger-points and prizes.

Scoring with #ShieldAzishe meant participating in a second-screen gamification of live football matches, using a combination of social media, hashtags, USSD codes and a live TV broadcast.

When the matches kicked off, we activated. During the game, we interacted with fans as they dual-screened through the match.

As soon as a high pressure moment occurred, their attention shifted from the TV to our timeline, waiting for a tweet containing a unique code and the chance to win.

## **Results**

Prior to Azishe, Shield's relationship to football was minimal. After the first game, we exceeded the amount of targeted mentions for the month by covering three games between July and August.

## **Evaluation**

• 6 967 522 Opportunities to See

• 1741 Engagement (excludes likes and reactions),

this excludes #ShieldAzishe

673 Reshares1068 Replies

## Within one month:

- We grew our Twitter following by 12,5% (to 14 258)
- 8 codes were released, resulting in 16 winners each winning their share of R24 000
- For the 8 codes, we released over 3 hours/games and we received 10 621 entries
- The campaign achieved an Advertising Value Equivalent of R1 576 577 - 7,5X the investment

## **Market Impact**

This simple, engaging activity strongly emphasised the association between Shield and soccer. Fans were asking on social when the next #ShieldAzishe would take place. They were ready and waiting, indicating we successfully associated the brand and its USP with football in the minds of our target audience.

## ROI

Campaign Media ROI: 1:7.5

...we introduced a tactical mobile campaign which only ran during key soccer games.



## #ShieldReady

## **Brief**

Relaunch Shield Invisible Black + White to women, and get lapsed anti-stain deodorant consumers to reappraise Shield, by convincing them Shield's ultimate protection will keep black clothes black and white clothes white. Keep users protected without leaving yellow stains and white marks and improve on our Must-Win Attributes..

### **Approach**

**Overall campaign execution:** Partnering with three of the biggest fitfluencers in South Africa, we sent them on a mission to get women moving and join our #FitSquad fitness movement. Integral to this movement was stress-testing our claims; that Shield Invisible Black + White protects your clothing from white marks and yellow stains. The narrative was simple: To be Prepared, be Ready, be #ShieldReady.

The #FitSquad got the country moving at the first Women's Health Fit Night Out (17 Feb 2018) and continued at various pop-up activations throughout the campaign (including Dual Aero Dance in Umlazi), inspiring women from all walks of life to get behind them in pursuing their own journey to fitness.

We made sure our message was always clear and simple to understand, knowing not all pieces of communication would be seen by the same consumers. We ensured everyone walked away inspired, motivated and enabled.

Women inspiring women, women supporting women, women motivating women....the movement caught on!



Women inspiring
women, women
supporting women,
women motivating
women.... the
movement caught on!

### **Mobile Execution**

We created 3 social-only videos profiling each of the fitfluencers, highlighting their personal fitness strengths and exercise routines, ensuring their flair and passion came through in genuine and relevant content. These videos were created with high energy in order to motivate and also lead engaging content for months to follow. Extended cuts were used by our #FitSquad themselves to introduce their partnership, while 30, 10 and 6-second cut downs aired on Shield's social platforms and digital media.

After introducing the #FitSquad, the movement continued on social platforms (Facebook, Instagram and Twitter), sharing inspirational stories, fitness challenges and motivation from our #FitSquad. We asked women to use our hashtag and join the movement. At the activations we encouraged women to use the hashtag and receive an instant print-out to remember the day, as well as their pledge to continue the movement.

We supported the campaign, using tactical, relevant media on various channels. Web banners used time-of-day as a trigger to activate in order to talk morning exercise at the right time, changing to a new motivational message in the afternoon. Day-of-week themed content such as "Monday Motivation" and "Wednesday Slump" created contextual content while landing our core message: "To be Prepared, be Ready, #ShieldReady".

## Results

Dion Chang, the acclaimed trend forecaster mentioned this campaign at his New Urban Tribes // 2018 edition of "CONSCIOUSLY DIVERSE" as a brand doing it right when working with influencers. Speaking of the rise of "fitfluencers" and the pursuit of health, he highlighted Shield as a brand that was building authentic relationships with strong brand relevance.

### Results within the first two months of the campaign:

- Over 1,9 million social impressions, with a frequency average of 1.7, achieving unique reach of over 1,1 million of our targeted female audience.
- Over 870 000 social engagements.
- Over R1 037 446 Total PR Value.

Overall the opportunity to see of the campaign exceeded 53 million, brand equity saw an increase of +2bps vs LY in Q1, and Shield for Women experienced a significant improvement in our Must-Win Attributess. Furthermore, Roll On penetration increased by +1% and we saw brand loyalty increase by +4,5%.

## 5. YONDER

## In partnership with Media Shop and 99c: Shoprite & Checkers Win a Car campaign

WATCH VIDEO



Rewarding consumers for their purchases by giving away three cars per day in near real-time was a very smart way for Shoprite and Checkers to get consumers in store, increase sales and increase repeat purchases.

With our seamless, end-to-end mobile technology solution at the heart of the campaign we revolutionised a previous paper-based campaign and solved many of our clients' former business challenges.

When spending R100 or more shoppers received a unique code at the point of sale that they then entered using either SMS short code or our USSD app. These two channels always work regardless of our consumers' handset or internet connectivity and was a major contributor to the number of entries achieved. Additional entries were awarded for purchasing participating products and brands.

Through the creative use of existing technology our USSD app functioned both as a utility and

3 CARS
EVERY DAY
UNTIL CHRISTMAS

Our all-round technology solution was a massive contributor to the success of the campaign.

information platform. The app presented entry balances, pending entries and query options. And consumers didn't even have to download the app to enjoy it as USSD works off a basic call functionality on all phones. A perfect fit for our target market.

Clever point of sale integration automatically captured the consumers' mobile numbers and unique basket of goods noting purchase behaviour to drive more targeted future communication. On Facebook we took social media marketing to the next level. By creating custom and look-a-like audiences using entry data we matched nearly 1-million Shoprite shoppers on Facebook and, to drive repeat purchase, we remarketed to these shoppers using the captured excitement of actual previous campaign winners. We were also able to increase our reach and sales through look-a-like audiences.

A real-time dashboard allowed clients to view campaign success down to store level and the integrated technology automatically drew random daily winners via an auditable process that then linked to a fulfilment company. If winners were ineligible or unreachable further candidates could be drawn from the system.

Our all-round technology solution was a massive contributor to the success of the campaign. We achieved over 31-million valid entries. 80% came from the USSD app and the rest from our SMS short code channel. 160 000 users enquired about entry balances resulting in 380 000 look ups. The campaign was a great success all round.



## KFC CRM campaign

Facing increased competition KFC needed greater insights into their customers' purchase behaviour to incentivise repeat engagement and sales.

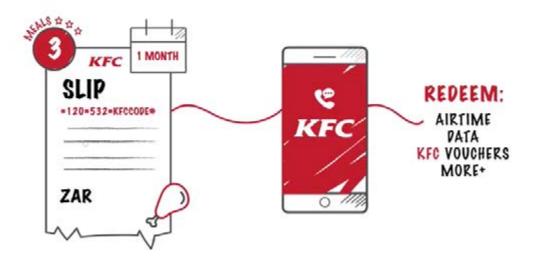
A rewards incentive program with key criteria was identified as the most suitable mechanism to reach consumers. And Yonder Media assumed a leading role in strategising, developing and deploying a live pilot for nearly 900 restaurants nationwide in April 2018.

Our solution involved a highly specialised USSD application supporting technologies and unique codes printed on all KFC till slips that informed a platform of key sales information for each consumer.

For consumers the premise was simple: buy any KFC meal three times in a month and dial the till slips code to stand a chance to win instantly redeemable points or entry into the R100 000 monthly grand prize draw. The USSD journey was intuitive and automated SMS's were used to remind consumers of unfinished interaction. Additional instant gratification was achieved through the random awarding of a free 60 second sponsored phone call. This phone call was also successfully leveraged as a publishing channel playing a 20 second KFC audio ad to the calling party before its use.

Within a week of launching over 32 000 consumers had already earnt free phone calls. We also integrated light gamification through the rewarding of badges such as the Night Owl and Globetrotter. This viral, collectable and behaviour driving element set the programme apart from traditional swipe and earn schemes. Underlying the simple USSD interface was robust bespoke technology custom built to fulfil all requirements including the Yonder Rewards Engine and the Yonder Win Engine, sophisticated prize distribution mechanisms. Through Yonder's deep integrations into Facebook all transaction data was uploaded to the offline conversions platform in real-time which results in highly optimised targeted Facebook campaigns.

Though still in its infancy the pilot platform has already provided an unprecedented amount of rich data for KFC. 30 days after the launch 188 705 unique consumers had engaged, tracking 326 000 transactions. Through Yonder's powerful business intelligence tools KFC has been able to understand their consumers' experiences and purchase behaviour on a scale and accuracy level never before possible. This platform allows KFC to use the information gathered in real-time to really deliver the right message to the right consumer at the right time.



Within a week of launching over 32 000 consumers had already earnt free phone calls.



## **IMPORTANT DATES**

**DEADLINE DATES** 

Early Bird: May 24, 2019

Deadline: June 27, 2019

**DOWNLOAD SUBMISSION KIT** 

**ONLINE APPLICATION FORM** 

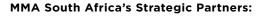
**SMARTIES ACADEMY: HALF-DAY WORKSHOPS** 

Dates to be confirmed (June/July)

## **SMARTIES GALA AWARDS**

**30th October** 

## WITH THANKS TO











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