

FINALISTS

CAMPAIGN proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
DIGITAL CAMPAIGN STRATEGY			
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	#ILoveEatingRussians	Eskort Food
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
Grey / WPP Liquid	Distell	The People vs Savanna Cider	Savanna Cider
HelloFCB+	Steri Stumpie	Milk it Awards	Steri Stumpie
Promise	AB InBev	Lulu	Castle Lite
VMLY&R South Africa	Vodacom	NXT LVL	Telecommunications
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
Ogilvy	Volkswagen SA	Game On	Polo
DIGITAL INTEGRATED CAMPAIGN			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
King James Group (part of Accenture Song)	TymeBank	Save What Matters	GoalSave
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
King James Group (part of Accenture Song)	Sanlam	Live with Confidence	Brand
VMLY&R South Africa	Vodacom	Vodacom Summer	Telecommunications - Unlock Summer
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Ogilvy	Mondelez	In Our Own Words	Cadbury
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
Ogilvy	Volkswagen SA	Game On	Polo
MOBILE CAMPAIGN			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
TBWA Hunt Lascaris	Nissan South Africa	Made with your playlist	Navara
Gorilla	Huletts	Huletts Sweet List	Huletts Sugar
Grey / WPP Liquid	Distell	Twirra Shade	Savanna Cider
Promise	AB InBev	Lulu	Castle Lite
Vicinity Media	Vicinity Media	#WhereIsMyAd Campaign	Location Based Ad Technology
Digitas Liquorice	Hellmann's	Make Taste Not Waste	Hellmann's Mayonnaise
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
Ogilvy	KFC	KFC Ramadan Redirect	KFC
Ogilvy	Mondelez	In Our Own Words	Cadbury
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
BEST USE OF DATA			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara
Hellosquare	Tiger Brands	Facebook Flavoured Tinkies	Tinkies
8909	Eskort	#ILoveEatingRussians	Eskort Food
OLIVER MARKETING (PTY) LTD	Magnum South Africa	Magnum Pints	Magnum Pints
OLIVER MARKETING (PTY) LTD	Wuhu Rewards	Wuhu X Shield	Wuhu Rewards Programme
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
Vicinity Media & PHD	Vicinity Media	Vicinity 4D - Audi Performance Campaign	Vicinity 4D - Audi Performance Campaign
Ogilvy	Ab InBev	Bride Armour	Carling Black Label
INTEGRATED MIXED MEDIA CAMPAIGN			
Hellosquare	Tiger Brands	Give Me Strength	Morvite
Joe Public United	Chicken Licken	Nuggets of Wisdom	SoulBites

Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
Mark1 Media and Consulting (Pty) Ltd in Partnership with DUKE, Dialogue & FAME	Pepsi South Africa	Pepsi Change Your World	Pepsi Drinks
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
Metro8909	Eskort	#ILoveEatingRussians	Eskort Food
Joe Public United	ABInBev	#EatWithIt	Flying Fish Flavoured Beer
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
Joe Public United, Publicis, The MediaShop & Riverbed	Nedbank	The Anti-Advertising Advertising Campaign	Brand
King James Group (part of Accenture Song)	Sanlam	Live with Confidence	Brand
VMLY&R South Africa	Vodacom	Vodacom Summer	Telecommunications - Unlock Summer
MultiChoice Support Services (Pty) Ltd	Showmax	DAM: Can't escape the past	Dam
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola
Ogilvy	Ab InBev	Bride Armour	Carling Black Label
MultiChoice Support Services (Pty) Ltd	Showmax	Devilsdorp: What possessed them?	Original Documentary Series
Joe Public United	Chicken Licken	Nyathi Rider	Super Slyder ®
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
BREAK THROUGH ON A BUDGET			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
Mark1 Media and Consulting (Pty) Ltd in Partnership with DUKE & Dialogue	RisCura	Upshot	Investment
Joe Public United	Arrive Alive	Tequila Face	Vida ñ Muerte Tequila
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
Joe Public United	Converse	Unity Laces	Converse
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler	Checkers Sixty60
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
So Interactive	Logitech	Work Anywhere	Logitech
HelloFCB+	Steri Stumpie	Milk it Awards	Steri Stumpie
Fresh AF	KFC	Ziphathe Grand	KFC Treats
Vicinity Media	Vicinity Media	#WhereIsMyAd Campaign	Location Based Ad Technology
VMLY&R South Africa	Nandos	Voice of the People	Food/Restaurants/Fast Food
BRANDED CONTENT			
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler	Checkers Sixty60
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
King James Group (part of Accenture Song)	Johnson and Johnson	Period Plot Twists with Stayfree®	Stayfree® menstrual care
Promise	AB InBev	Lulu	Castle Lite
Fresh AF	KFC	Ziphathe Grand	KFC Treats
King James Group (part of Accenture Song)	Wesgro	The Neverending Tourists	Cape Town and the Western Cape
King James Group (part of Accenture Song) & Universal Productions	Sanlam	The Sanlam Moola-Money Family Game Show	Finance
King James Group (part of Accenture Song)	TymeBank	Save What Matters	GoalSave
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola

FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Toyota Genuine Fam	Genuine
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
TBWA Hunt Lascaris Johannesburg	MTN South Africa	Bok Rituals	Springbok Sponsorship
Ogilvy	Volkswagen SA	Game On	Polo

CHANNELS proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
PAID SEARCH MARKETING			
Reprise, a Division of IPG Mediabrands (Pty) Ltd	Vumatel	Vumatel Fibre Coverage	Vumatel Fibre
Mindshare South Africa	Ford Motor Company	Google Search Optimisation	Ford
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
ORGANIC SEARCH MARKETING			
SOMS DIGITAL (PTY) Ltd	Botlierskop Game Reserves & Villas	SEO Strategy 1st February 2021 - 28th February 2022	Luxury Accommodation
Digitas Liquorice JHB	Nedbank	Nedbank - Mashonisa Excuse Generator	Credit Card
Ogilvy	Bestned	Bestmed made better	Bestmed Medical Scheme
DISPLAY ADVERTISING			
365 Digital Media Pty Ltd	Tinkies	Time for Tinkies Challenge	No Specific product - just Tinkies as a whole
AdMakers International (Pty) Ltd	Peugeot South Africa	Peugeot Future Funnel	New Peugeot 208
PHD Media & RebelRebel	Audi	Shifting display advertising from awareness to attention	Audi e-tron
MultiChoice Support Services (Pty) Ltd	Showmax	DAM: Digital haunting	Original series
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Meta Media Cape Town	Capitec	Capitec Credit suite	Credit
NATIVE ADVERTISING			
Adspace24/Media24	Nedbank	Nedbank and Business Insider Behind the Business Headlines	Nedbank Business Banking
Adspace24/Media24	Sage	Fin24 and Sage's Own It	Sage
ONLINE VIDEO SERIES			
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
Netwerk24	Netwerk24	Ben & Bez	Online short-form sketch comedy series
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
Sprout Performance & Valiant Agency	FNB	FNB Consumer Education	Consumer Education
Promise	AB InBev	Lulu	Castle Lite
King James Group (part of Accenture Song)	Wesgro	The Neverending Tourists	Cape Town and the Western Cape
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Toyota Genuine Fam	Genuine
VMLY&R South Africa	Vodacom	NXT LVL	NXT LVL
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
King James Group (part of Accenture Song)	Builders	Here's To Home	Home Improvement and Building Materials

VMLY&R South Africa	MOMENTUM MEDICAL SCHEME	NOT THE RIGHT FIT	INSURANCE
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
CONTENT MARKETING STRATEGY			
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
John Brown South Africa (Pty) Ltd	Old Mutual Corporate	Nine Yards omnichannel campaign	Nine Yards Omnichannel
Machine_	Transaction Capital Risk Services	Ngage	Transaction Capital Risk Services
Wunderman Thompson	Standard Bank SA	It can be only in SA	Standard Bank SA
VMLY&R South Africa	Vodacom	Content for the People	Content Marketing
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Toyota Genuine Fam	Genuine
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
VMLY&R South Africa	Nandos	Voice of the People	Food/Restaurants/Fast Food
Ogilvy	Volkswagen SA	Game On	Polo
SOCIAL PAID ADVERTISING			
Hellosquare	Tiger Brands	Give Me Strength	Morvite
Mark1 Media and Consulting (Pty) Ltd	Greenpeace Africa	World's Worst Decisions	Greenpace Brand
8909	Eskort	#ILoveEatingRussians	Eskort Food
Joe Public United	Chicken Licken	Nyathi Rider	Super Slyder ®
Kintaro	motus.cars	You Click, We Car	motus.cars
So Interactive	Logitech	Work Anywhere	Logitech
Grey South Africa	Distell	The People vs Savanna Cider	Savanna Cider
Promise	AB InBev	Lulu	Castle Lite
Grid Worldwide	Absa	IntARview	IntARview
Digitas Liquorice	Hellmann's	Make Taste Not Waste	Hellmann's Mayonnaise
Joe Public United	Chicken Licken	Nuggets of Wisdom	SoulBites
King James Group (part of Accenture Song)	Sanlam	Live with Confidence	Brand
Digitas Liquorice	WhatsForDinner	Loving Local	Hellmann's Mayonnaise
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Toyota Genuine Fam	Genuine
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
VMLY&R South Africa	MOMENTUM MEDICAL SCHEME	NOT THE RIGHT FIT	INSURANCE
Digitas Liquorice JHB	Nedbank	Nedbank CIB Brand - We're Not Green for Nothing	CIB
Ogilvy	Volkswagen SA	Game On	Polo
INNOVATIVE USE OF MEDIA			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
Hellosquare	Tiger Brands	Ungaz'Ncishi iDrama	Koo
365 Digital Media Pty Ltd	Tinkies	Time for Tinkies Challenge	No Specific product - just Tinkies as a whole
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
AdMakers International (Pty) Ltd	Peugeot South Africa	Peugeot Future Funnel	New Peugeot 208
Flume Digital Marketing & PR	Woolworths	Woolworths Father's Day 2021	Father's Day Gifts
Joe Public United	Chicken Licken	Skip to the Fire	Rock My Soul
Joe Public United	ABInBev	#EatWithIt	Flying Fish Flavoured Beer
Promise	AB InBev	Lulu	Castle Lite
Grey / WPP Liquid	Distell	The People vs Savanna Cider	Savanna Cider
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
Ogilvy	KFC	KFC Ramadan Redirect	KFC
Starcom	Cadbury Dairy Milk	Generosity 3.0	Cadbury Chocolate
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Digitas Liquorice JHB	Nedbank	Nedbank CIB Brand - We're Not Green for Nothing	CIB
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Volkswagen SA	Game On	Polo
EMAIL, DIRECT & INBOUND MARKETING			
Machine_	Sanlam	The Reality of Engagement	Sanlam Reality
Ogilvy	MultiChoice DStv	Sounds of iDiski	DStv Compact
Investec in partnership with Cantaloupe Digital	Investec	Inside Track email newsletter	Weekly staff communication

USE OF PROGRAMMATIC MEDIA			
Mark1 Media and Consulting (Pty) Ltd in Partnership with DUKE & Dialogue	RisCura	Upshot	Investment
AdMakers International (Pty) Ltd	Peugeot South Africa	Peugeot Future Chatbot Funnel	New Peugeot 208
Mindshare South Africa	Ford Motor Company	Custom Ford Algorithm	Ford Ranger
DIGITAL INSTALLATIONS & ACTIVATIONS			
Mark1 Media and Consulting (Pty) Ltd	Brutal Fruit	#YouBelongToCelebrate	620ml Grand Luxe
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Ab InBev	Bride Armour	Carling Black Label
ONLINE VIDEO			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara
Hellosquare	Tiger Brands	Give Me Strength	Morvite
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler	Checkers Sixty60
Joe Public United	Chicken Licken	Feel The Fire	Rock My Soul
Joe Public United	ABinBev	What The Flying Fish?!	Flying Fish
Gorilla	Huletts	Huletts Sweet List	Huletts Sugar
Joe Public United	Castle Milk Stout	Last Stories of Culture	Castle Milk Stout
Digitas Liquorice	Hellmann's	Make Taste Not Waste	Hellmann's Mayonnaise
Joe Public United & Publicis	Nedbank	The Anti-Advertising Advertising Campaign	Brand
Joe Public United & Publicis	Chicken Licken	Nuggets of Wisdom	SoulBites
Digitas Liquorice	WhatsForDinner	Loving Local	Hellmann's Mayonnaise
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
Joe Public United	Chicken Licken	Nyathi Rider	Super Slyder ®
Joe Public United	Chicken Licken	Taxi 2	Brand
King James Group (part of Accenture Song)	TymeBank	Save What Matters	GoalSave
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
Ogilvy	Ab InBev	Bride Armour	Carling Black Label
Ogilvy	Volkswagen SA	Game On	Polo
CHANNEL INNOVATION			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
TBWA Hunt Lascaris	Nissan South Africa	Made with your playlist	Navara
Hellosquare	Tiger Brands	Ungaz'Ncishi iDrama	Koo
King James Group (part of Accenture Song)	Sanlam	Savings Jar	Savings Month
Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
Joe Public United	Chicken Licken	Skip to the Fire	Rock My Soul
King James Group (part of Accenture Song)	Johnson and Johnson	Period Plot Twists with Stayfree®	Stayfree® menstrual care
Promise	AB InBev	Lulu	Castle Lite
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
King James Group (part of Accenture Song)	Wesgro	The Neverending Tourists	Cape Town and the Western Cape
Ogilvy	KFC	KFC Ramadaan Redirect	KFC
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Volkswagen SA	Game On	Polo
CAMPAIGN / MICROSITES			
TBWA Hunt Lascaris	Nissan South Africa	Made with your playlist	Navara
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
Forge Advertising	Renault	Renault Mirrors	Renault
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
BOTS, MESSAGING & DARK SOCIAL			

Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
King James Group (part of Accenture Song)	Sanlam	Confidence Coach	Brand
Mindshare SA & Wunderman Thompson SA	Ford Motor Company	Ford X AdLingo Chat Bot	Ford Ranger
King James Group (part of Accenture Song)	Wesgro	Neverending Tourists	Western Cape Tourism
PODCASTS & AUDIO STREAMING			
New Media	Vodacom	Tech Talk with Vodacom	Tech Talk with Vodacom
Sprout Performance & Valiant Agency	FNB	FNB Twitter Spaces	Financial Literacy
Adspace24/Media24	Sage	Fin24 and Sage's Own It	Sage
MultiChoice Support Services (Pty) Ltd	Showmax	Devilsdorp: Hell comes closer to home	Original documentary series
INTERACTIVE MIXED MEDIA			
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
Ogilvy	Volkswagen SA	Game On	Polo



COMMUNITIES proudly brought to you by

ENTRANT	BRAND	TITLE	PRODUCT
SOCIAL COMMUNITIES			
365 Digital Media Pty Ltd	KFC	KFC - 50 years of Finger Licken' Good	No Specific product - just KFC as a whole for their 50th Birthday
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler	Checkers Sixty60
Wunderman Thompson	South African Tourism	A year of Calabash	South African Tourism
King James Group (part of Accenture Song)	Sanlam	Sanlam Social Communities	Sanlam
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
King James Group (part of Accenture Song)	TymeBank	TymeBank Social Communities	TymeBank
Promise	AB InBev	Lulu	Castle Lite
Wunderman Thompson	Absa Financial Services	#ZeroFeesSwag	Student Loan
VMLY&R South Africa	Vodacom	Content for the People	Content Marketing
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
VMLY&R South Africa	Nandos	Voice of the People	Food/Restaurants/Fast Food
USE OF USER-GENERATED CONTENT			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara
365 Digital Media Pty Ltd	Doritos	Doritos – Flamin Hot	Flamin Hot Flavour Doritos
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
Machine_	PepsiCo	Flamin' Hot Duets	Doritos
365 Digital Media Pty Ltd	KFC	KFC - 50 years of Finger Licken' Good	No Specific product - just KFC as a whole for their 50th Birthday
McCann1886	Nestle	The Remake Challenge	Cremora
BOOMTOWN	Nescafé	Proud Words	Ricoffy
HelloFCB+	Steri Stumpie	Milk it Awards	Steri Stumpie
Grey / WPP Liquid	Distell	#TwirrshadeProject	Savanna Cider
Wunderman Thompson	Absa Financial Services	#ZeroFeesSwag	Student Loans
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola
Ogilvy	Mondelez	In Our Own Words	Cadbury
VMLY&R South Africa	Vodacom	NXT LVL	Telecommunications

TBWA Hunt Lascaris Johannesburg	MTN South Africa	Bok Rituals	Springbok Sponsorship
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
Ogilvy	Volkswagen SA	Game On	Polo
SOCIAL MEDIA CAMPAIGNS			
Hellosquare	Tiger Brands	Facebook Flavoured Tinkies	Tinkies
Hellosquare	Tiger Brands	Give Me Strength	Morvite
365 Digital Media Pty Ltd	Garnier	Garnier Pure Active 3-in-1	Pure Active 3 in 1 Face Wash
365 Digital Media Pty Ltd	KFC	KFC - 50 years of Finger Licken' Good	No Specific product - just KFC as a whole for their 50th Birthday
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	#ILoveEatingRussians	Eskort Food
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
Brave Group	Crosse and Blackwell	Celebrating The Spirit of Kasi Magic	Kasi Magic Sauces
Joe Public United	Arrive Alive	Tequila Face	Vida ð Muerte Tequila
Gorilla	Hulett's	Hulett's Sweet List	Hulett's Sugar
HelloFCB+	Steri Stumpie	Milk it Awards	Steri Stumpie
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
King James Group (part of Accenture Song)	Sanlam	Confidence Coach	Brand
Machine_	Heineken South Africa	UCL Live Experience	Heineken
Grey / WPP Liquid	Distell	The People vs Savanna Cider	Savanna Cider
Promise	AB InBev	Lulu	Castle Lite
Grid Worldwide	Absa	IntARview	IntARview
King James Group (part of Accenture Song)	Wesgro	The Neverending Tourists	Cape Town and the Western Cape
King James Group (part of Accenture Song)	TymeBank	Save What Matters	GoalSave
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola
MultiChoice Support Services (Pty) Ltd	Showmax	Tali's Baby Diary	Original series
VMLY&R South Africa	Vodacom	NXT LVL	NXT LVL
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
TBWA Hunt Lascaris Johannesburg	MTN South Africa	Bok Rituals	Springbok Sponsorship
VMLY&R South Africa	Hollard	Big Ads for Small Business	Insurance
VMLY&R South Africa	MOMENTUM MEDICAL SCHEME	NOT THE RIGHT FIT	INSURANCE
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
Ogilvy	Volkswagen SA	Game On	Polo
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
ONLINE VIDEO CHANNELS			
365 Digital Media Pty Ltd	Garnier	Garnier Pure Active 3-in-1	Pure Active 3 in 1 Face Wash
Gorilla	THIRSTI	THIRSTI Springboks Partnership Announcement	THIRSTI Natural Spring Water
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Toyota Genuine Fam	Genuine
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
INFLUENCER MARKETING			
365 Digital Media Pty Ltd	Garnier	Garnier Pure Active 3-in-1	Pure Active 3 in 1 Face Wash
365 Digital Media Pty Ltd	Doritos	Doritos – Flamin Hot	Flamin Hot Flavour Doritos
Wunderman Thompson South Africa & The Hardy Boys	Ekaterra	Donate your voice	Joko Tea
John Brown South Africa (Pty) Ltd	Hippo.co.za	Hippo Toy Influencer Campaign	Hippo Toy Campaign
8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	#ILoveEatingRussians	Eskort Food
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
Joe Public United	Converse	Unity Laces	Converse
Wunderman Thompson	Standard Bank SA	It can be only in SA	Standard Bank SA
HelloFCB+	Western Cape Government	One Voice	Gender Based Violence
Machine_	UCOOK	Xhosa-fying Halloween	UCOOK Meal Kits
HelloFCB+	Steri Stumpie	Milk it Awards	Steri Stumpie
Machine_	Heineken South Africa	UCL Live Experience	Heineken
MSL	Nivea	Nivea Luminous 360	Facia Product
Ogilvy	MultiChoice DStv	Sounds of iDiski	DStv Compact
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola

VMLY&R South Africa	Vodacom	NXT LVL	NXT LVL
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
SOCIAL MEDIA INNOVATION			
365 Digital Media Pty Ltd	Garnier	Garnier Pure Active 3-in-1	Pure Active 3 in 1 Face Wash
365 Digital Media Pty Ltd	KFC	KFC - 50 years of Finger Licken' Good	No Specific product - just KFC as a whole for their 50th Birthday
Machine_	PepsiCo	Flamin' Hot Duets	Doritos
8909	Eskort	#ILoveEatingRussians	Eskort Food
Promise	AB InBev	Lulu	Castle Lite
Machine_	Heineken South Africa	UCL Live Experience	Heineken
Wavemaker	Netflix EMEA	Blood & Water S2	Online Streaming Title
Grid Worldwide	Absa	IntARview	IntARview
King James Group (part of Accenture Song)	Sanlam	Live with Confidence	Brand
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label

CRAFT AWARDS proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
CRAFT - MARKETING COPYWRITING			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
Machine_	UCOOK	Xhosa-fying Halloween	UCOOK Meal Kits
Primedia Broadcasting	Primedia Broadcasting	How to launch a vehicle without a vehicle to launch	Audi Future Is An Attitude Podcast
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
VMLY&R South Africa	Nandos	Voice of the People	Food/Restaurants/Fast Food
Digitas Liquorice JHB	Nedbank	Nedbank - Mashonisa Excuse Generator	Credit Card
CRAFT - RESEARCH			
Machine_	UCOOK	Xhosa-fying Halloween	UCOOK Meal Kits
CRAFT - INTERFACE DESIGN			
Byte Orbit	Standard Bank	Shyft Shares	Mobile application
Byte Orbit	Shoprite	The Shoprite Money Market Account	Mobile App
INJOZI Design CC	VOLKSWAGEN	GTI 8 ON TOUR	VW GTI 8
Hellocomputer	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust
MakeReign	Flash Mobile	Making traders' lives easier	Virtual Product Point of Sales
MakeReign	Smashbrand	Smashing New Website For Smashbrand	Branding Agency
MakeReign	Bettr	#WeDeserveBettr	Digital Banking Platform
MakeReign	Tyrannosaurus Tech	Colossal site for Tyrannosaurus Tech	Development Agency
MakeReign	Rho	Delivering the future of frictionless finance	Cash and Spend Management SaaS
MakeReign	1ForYou	One For All, And 1ForYou	Cash and Payment Vouchers
Ogilvy	Volkswagen SA	Mswenko	Polo Vivo
Ogilvy	Volkswagen SA	Game On	Polo
CRAFT - SOFTWARE, CODING & TECH. INNOVATION			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
Mark1 Media and Consulting (Pty) Ltd	Brutal Fruit	#YouBelongToCelebrate	620ml Grand Luxe
Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
INJOZI Design CC	NANODYN	THE BRIDGE TO THE NEW WORLD	NANODYN WEBSITE: 3D WORLDS
Vicinity Media	Vicinity Media & Location Bank	AdTrust	AdTrust
Vicinity Media	Vicinity Media	The Near Me Microapp	The Near Me Microapp
King James Group (part of Accenture Song)	Sanlam	Savings Jar	Savings Month
King James Group (part of Accenture Song)	Sanlam	Confidence Coach	Brand
CRAFT - STRATEGY			

8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	#ILoveEatingRussians	Eskort Food
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
Joe Public United	Arrive Alive	Tequila Face	Vida ò Muerte Tequila
Ogilvy	Ab InBev	Carling Cup. Your Game. Your Way.	Carling Black Label
Ogilvy	Volkswagen SA	Game On	Polo
CRAFT - UX			
Byte Orbit	Standard Bank	Shyft Shares	Mobile App
Byte Orbit	Shoprite	The Shoprite Money Market Account	Mobile application
INJOZI Design CC	Volkswagen	GTI 8 ON TOUR	VW GTI 8
MakeReign	Flash Mobile	Making traders' lives easier.	Virtual Products Point of Sales
MakeReign	1ForYou	One For All, And 1ForYou	Cash and Payment Vouchers
MakeReign	Smashbrand	Smashing New Website For Smashbrand	Branding Agency
MakeReign	Bettr	#WeDeserveBettr	Digital Banking Platform
MakeReign	Tyrannosaurus Tech	Colossal site for Tyrannosaurus Tech	Development Agency
MakeReign	Rho	Delivering the future of frictionless finance	Cash and Spend Management SaaS
MakeReign	Pineapple Insurance	New Improved, Pineapple Insurance	Insuretech
Ogilvy	Bestned	Bestmed made better	Bestmed Medical Scheme
CRAFT - ONLINE VIDEO PRODUCTION			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara
King James Group (part of Accenture Song)	Nederburg	I'll Bring the Wine	Brand
Joe Public United	ABInBev	What The Flying Fish?!	Flying Fish
Joe Public United	Nedbank	The Anti-Advertising Advertising Campaign	Brand
Joe Public United	Chicken Licken	Nuggets of Wisdom	SoulBites
Ogilvy	Volkswagen SA	The Power of Vrrr Pha	GTI
Ogilvy	Volkswagen SA	Game On	Polo
CRAFT - SOCIAL MEDIA COMMUNITY MANAGEMENT			
Netwerk24	Netwerk24	Netwerk24 - Social media community management	Social media
Promise	AB InBev	Lulu	Castle Lite
VMLY&R South Africa	Nandos	Voice of the People	Food/Restaurants/Fast Food
CRAFT - DIGITAL MEDIA			
Promise	AB InBev	Lulu	Castle Lite
Ogilvy	KFC	KFC Ramadaan Redirect	KFC
Digitas Liquorice JHB	Nedbank	Nedbank CIB Brand - We're Not Green for Nothing	CIB
Ogilvy	Volkswagen SA	Game On	Polo
CRAFT - USE OF SOUND			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara
Joe Public United	ABInBEV	What The Flying Fish?!	Flying Fish
Freshive	Johnnie Walker	The Sound of Highball	Johnnie Walker Highball
FCB Joburg (Pty) Ltd	Coca-Cola Company South Africa	The Coca-Cola Beatcan Campaign	Coca-Cola
Ogilvy	MultiChoice DStv	Sounds of iDiski	DStv Compact
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	#ToyotaStories	Toyota
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Volkswagen SA	The Power of Vrrr Pha	GTI
CRAFT - INTERACTIVE DESIGN			
King James Group (part of Accenture Song)	Sanlam	Savings Jar	Savings Month
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Corolla Cross AR Viewer	Corolla Cross
Ogilvy	Spotify	Spotify Sound Tour	Spotify
Ogilvy	Volkswagen SA	Game On	Polo
EXCELLENCE IN VOICE EXPERIENCE DESIGN			
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
DIGITAL CONTENT MARKETING			
John Brown South Africa (Pty) Ltd	Old Mutual Corporate	Nine Yards omnichannel campaign	Nine Yards Omnichannel
Machine_	Transaction Capital Risk Services	Ngage	Transaction Capital Risk Services

8909	Comedy Central Africa	Comedy Central EP	Comedy Central
8909	Eskort	#ILoveEatingRussians	Eskort Food
8909	Eskort	Who Got Chowd on Twitter	Eskort Food
King James Group (part of Accenture Song)	Sanlam	Confidence Coach	Brand
Ogilvy	Volkswagen SA	Game On	Polo

EMERGING DIGITAL TECHNOLOGY & CHANNELS proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR)			
King James Group (part of Accenture Song)	Sanlam	Savings Jar	Savings Month
Grid Worldwide	Absa	IntARview	IntARview
FCB Joburg (Pty) Ltd	Toyota South Africa Motors	Corolla Cross AR Viewer	Corolla Cross
ARTIFICIAL INTELLIGENCE			
MakeReign	Pineapple Insurance	New, Improved Pineapple Insurance	Insuretech
SECOND SCREEN CAMPAIGN			
Machine	Heineken South Africa	UCL Live Experience	Heineken

PLATFORMS proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
BRAND, COMMERCIAL & RETAIL WEBSITES			
Hellocomputer	Monocle	Monocle	Monocle
Ogilvy	Bestmed	Bestmed made better	Bestmed Medical Scheme
MakeReign	Flash Mobile	Making traders' lives easier.	Virtual Products Point of Sales
MakeReign	Smashbrand	Smashing New Website For Smashbrand	Branding Agency
MakeReign	Bettr	#WeDeserveBettr	Digital Banking Platform
MakeReign	Tyrannosaurus Tech	Colossal site for Tyrannosaurus Tech	Development Agency
MakeReign	Rho	Delivering the future of frictionless finance	Cash and Spend Management SaaS
E-COMMERCE SITES			
Magnetic Creative	eMoyo	Advancing the Health of the Human Spirit eMoyo Website	Portable Audiometry
Maverick Marketing Agency	Ethos	Ethos Store eCommerce Website	e-Commerce Website - Lifestyle
MakeReign	1ForYou	One For All, And 1ForYou	Cash and Payment Vouchers
PUBLIC SERVICE & NPO PLATFORMS			
Bluegrass Digital	Corruption Watch	Veza Online Tool	Veza Online Tool
Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
Hellocomputer	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust
WEB APPS			
Bluegrass Digital	Corruption Watch	Veza Online Tool	Veza Online Tool
INJOZI Design CC	NISSAN	NISSAN MAGNITE MISSION	NISSAN MAGNITE
MOBILE APPS			
King James Group (part of Accenture Song)	Sanlam	Savings Jar	Savings Month
Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler	Checkers Sixty60
MakeReign	Pineapple Insurance	New, Improved Pineapple Insurance	Insuretech
MOBILE SITES			
MakeReign	1ForYou	One For All, and 1ForYou	Cash and Payment Vouchers
MakeReign	Flash Mobile	Making traders' lives easier.	Virtual Product Point of Sales
Ogilvy	Bestmed	Bestmed made better	Bestmed Medical Scheme
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Made with your playlist	Navara

GAMES			
Hellosquare	The Beverage Company	Find Amandla Wakho	Reboost
INJOZI Design CC	VOLKSWAGEN	GTI 8 ON TOUR	VW GTI 8
INJOZI Design CC	NISSAN	MAGNITE MISSION	Nissan Magnite
PLATFORM INNOVATION			
Digify Africa	Meta	The DigiBot - The First WhatsApp Learning Platform For Scale & Impact	The DigiBot
Joe Public United	Chicken Licken	Skip to the Fire	Rock My Soul
King James Group (part of Accenture Song)	Pizza Hut	Pizza Hunt	Pizza Hut Chicken Pops Pizza
Joe Public United	ABInBev	#EatWithIt	Flying Fish Flavoured Beer
Ogilvy	Spotify	Spotify Sound Tour	Spotify
VMLY&R South Africa	Nandos	Tin for Tjips	Food/Restaurants/Fast Food
MakeReign	Pineapple Insurance	New, Improved Pineapple Insurance	Insuretech
Ogilvy	MultiChoice DStv	Sounds of iDiski	DStv Compact
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
EMPLOYEE EXPERIENCE PLATFORM			
Machine_	Transaction Capital Risk Services	Ngage	Transaction Capital Risk Services
BRAND SYSTEM OR BRANDFILE PLATFORM			
Machine_	Transaction Capital Risk Services	Ngage	Transaction Capital Risk Services
Hellocomputer	Toyota South Africa Motors	Dealership Websites	Dealership Websites
CUSTOMER EXPERIENCE DESIGN			
MakeReign	Pineapple Insurance	New, Improved Pineapple Insurance	Insuretech
MakeReign	Rho	Delivering the future of frictionless finance	Cash and Spend Management SaaS
MakeReign	Flash Mobile	Making traders' lives easier	Virtual Product Point of Sales
MakeReign	1ForYou	One for All, And 1ForYou	Cash and Payment Vouchers

PUBLISHING proudly brought to you by



ENTRANT	BRAND	TITLE	PRODUCT
PUBLISHER SITES			
24.com	News24	News24 Publisher Site	News24 Publisher Site
Netwerk24	Netwerk24	Netwerk24	Netwerk24
SPECIALIST PUBLISHER SITES			
24.com	News24	Out Of Order - A data journalism project	Special site
24.com	News24	News24 2021 Local Government Elections	News24 2021 Local Government Elections
Daily Maverick	Daily Maverick	Our Burning Planet	Climate Crisis Journalism
Netwerk24	Netwerk24	'Koorsige Aarde' mini-site	Mini-site about the impact of climate change on SA
Arena Holdings (Pty) Ltd	TimesLIVE	TimesLIVE Local Elections Website	TimesLIVE Local Elections Website
Ogilvy	Mondelez	In Our Own Words	Cadbury
EMAIL NEWSLETTERS & MARKETING			
New Media	Vodacom	Vodacom now!	Vodacom now!
24.com	News24	LIFE Newsletter	LIFE Newsletter
24.com	News24	Editors' Picks newsletter	Editors' Picks newsletter
Daily Maverick	Daily Maverick	First Thing, South Africa's morning newsletter	First Thing Newsletter
SOCIAL MEDIA & CONTENT CAMPAIGNS			
Primedia Broadcasting	Eyewitness News	Cape Town Trains	Eyewitness News
Arena Holdings (Pty) Ltd	TimesLIVE Video	TikTok channel	Social Media Channel
DATA STRATEGY, CONTENT & CAMPAIGNS			
24.com	News24	Out Of Order - A data journalism project	Out Of Order - A data journalism project
24.com	News24	News24 2021 Local Government Elections	News24 2021 Local Government Elections
Netwerk24	Netwerk24	Local Elections interactive results maps	Interactive maps for the results of the local elections

Ogilvy	Ab InBev	Bride Armour	Carling Black Label
VIDEO CONTENT & CAMPAIGNS			
24.com	News24	DOCUMENTARY: The Cape of flames - it takes just one spark to ignite a catastrophe	Documentary
24.com	Health24	Getting to know: Vaccines	Video series
24.com	News24	DOCUMENTARY: Killed For Being Queer	Documentary
24.com	News24	VISUAL INVESTIGATION Blood Brothers	Visual investigation
Primedia Broadcasting	Eyewitness News	State of Mahikeng	Eyewitness News
Arena Holdings (Pty) Ltd	TimesLIVE Video	Catching Rosemary Ndlovu: The Killer Cop	News video and audio
Arena Holdings (Pty) Ltd	TimesLIVE Video	Phoenix at Epicentre of Looting, Racial Tension and Violence in KZN	News video
Arena Holdings (Pty) Ltd	TimesLIVE Video	The Exclusive Story of Lindani Myeni	News Video
Arena Holdings (Pty) Ltd	TimesLIVE Video	War on the Covid Frontlines	News Video
Ogilvy	Ab InBev	Bride Armour	Carling Black Label
LIVE EVENT CONTENT			
24.com	News24	News24 July Unrest Live Coverage	News24 July Unrest Live Coverage
24.com	News24	News24 2021 Live Elections	News24 2021 Live Elections
Netwerk24	Netwerk24	Local Elections 2021 live coverage	Netwerk24
Creative Space Media	Hollard Insurance	Hollard Daredevil Run 2021	Daredevil Run
AUDIO CONTENT & CAMPAIGNS			
24.com	News24	My Only Story: Back to school	Podcast
TBWA Hunt Lascaris Johannesburg	Nissan South Africa	Shwii by Nissan	Shwii by Nissan
24.com	News24	PODCAST Inge Lotz: Miscarriage of Justice	Podcast
Daily Maverick	Daily Maverick	Don't Shoot the Messenger Season Three	Don't Shoot the Messenger
Arena Holdings (Pty) Ltd	TimesLIVE Podcasts	Catching Rosemary Ndlovu: The Killer Cop	News audio
Netwerk24	Netwerk24	Netwerk24 Audiobooks Exclusive audiobooks in Afrikaans	Netwerk24 Audiobooks
PUBLISHER INNOVATION			
24.com	News24	Out Of Order - A data journalism project	Out Of Order - A data journalism project
24.com	News24	News24 2021 Elections Forecaster	News24 2021 Elections Forecaster
Primedia Broadcasting	Primedia Broadcasting	Your radio is now a TV	947, 702, Kfm 94.5 & CapeTalk 567
Machine_	Transaction Capital Risk Services	Ngage	Transaction Capital Risk Services
Netwerk24	Netwerk24	Netwerk24 Text-to-speech: A world-first for Afrikaans	Netwerk24
Penguin Random House South Africa	Penguin Random House South Africa	The Magazine about Books for Book Lovers	The Penguin Post
PUBLISHER BRAND-BUILDING CAMPAIGNS			
Netwerk24	Netwerk24	#Netso Brand Campaign	Netwerk24.com
Daily Maverick	Daily Maverick	Daily Maverick Live Journalism Webinars	Webinars
Primedia Broadcasting	Primedia Broadcasting	Unlocking The Cape's Best Small Business In Lockdown	KFM Best of The Cape
Creative Space Media	Hollard Insurance	Hollard Daredevil Run 2021	Daredevil Run
PUBLISHER MONETISATION			
24.com	News24	Price and product: Propelling News24's reader revenue product	Price and product: Propelling News24's reader revenue product