

YouTube announces top 10 ads - led by Axe

Axe 'Find your magic' was the top ad on YouTube in South Africa in 2016. This emerges, as the YouTube Ads Leaderboard highlights the top 10 most popular and creative video ads watched in South Africa for the year. The ranking is determined using some of YouTube's strongest signals of viewer choice - number of views within the country, view rate (how much of an ad people choose to watch), and percentage of organic views versus paid views.



Screengrab from [AXE - Find Your Magic](#)

Axe's 'Find your magic' ad had over 1.65 million views. The ad pokes fun at the kind of person who thinks having six-pack abs is the ultimate achievement, asking why you would need a six pack when you've got unique attributes that make you you.

Second up, with some 1.45 million views was Fanta's #FantaTastesLike : My Fanta Epic Taste Jam video. This animated ad takes viewers on a journey with six friends having a great day out and taking their Fanta with them.

Close behind Fanta with 1.4 million views, Knorr's Love at first taste - this three-minute ad matched singles based on their taste preferences and then made them feed each other, with entertaining and heart-warming results.

Top ten ads for 2016

1. AXE South Africa - [Find your magic](#) - 1.65 million views
2. Fanta - [#FantaTastesLike : My Fanta Epic Taste Jam](#) - 1.4 5 million views
3. Knorr - [Love at first taste](#) - 1.4 million views
4. Always - [#Like a girl](#) - Keep playing (20") - 1.35 million views
5. Coca-Cola South Africa - [Brotherly Love #EnjoyTheFeeling](#) - 1.34 million views
6. Dove - [How old are you?](#) - 1.25 million views
7. LUX - [She who dares](#) - 1.16 million views
8. Nedbank - [Personal Loan Coach Dingaan Video](#) - 1.13 million views
9. Old Spice South Africa - [Block, Block, Block Block Odours for 48 Houuuuuuuuurs!](#) - 1.11 million
10. MTN South Africa - [#MyNightShift](#) – one million views

YouTube has over a billion users, almost one-third of all people on the internet and every day people watch hundreds of millions of hours on YouTube and generate billions of views - 80% of its views are from outside of the US. YouTube has launched local versions in more than 88 countries and one can navigate YouTube in 76 different languages (covering 95% of the internet population).

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