

Discovery Sport Industry Awards shortlist announced

The Sport Industry Group has announced the official shortlist for the Discovery Sport Industry Awards 2014, with the winners set to be awarded at a ceremony at the Sandton Convention Centre on 13 February 2014.



Image courtesy of Salvatore Vuono /
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The Discovery Sport Industry Awards rewards the greatest achievements across the entire business of sport, including the most outstanding and innovative work in marketing, PR, advertising, community investment and sponsorship.

The shortlist for 2014 includes campaigns and brands from a wide range of sports - including rugby, football, cricket, mixed martial arts, cycling, athletics, golf, basketball, boxing and horse racing - and some of the world's most renowned brands. The financial services sector is once again well represented with multiple nominations for Absa and Nedbank and a shortlisting for Standard Bank's AFCON sponsorship. Nike and adidas boast three and five places on the shortlist respectively, while other multiple shortlisters include EFC Africa, Castle Lager, SuperSport and the DHL Stormers.

Judging process

Key industry figures gathered at independent adjudicator Deloitte's offices in Johannesburg for hours of intensive judging across two days, analysing and debating the merits of a record number of entries and producing a list of nominees representing the very best that the South African sport industry has to offer. The entire process was overseen by Deloitte to ensure absolute transparency.

"The standard of work produced by the South African sport industry continues to improve year-on-year, and to make the official shortlist for the Discovery Sport Industry Awards is a huge achievement. To make this shortlist, a brand or agency must be producing genuinely innovative and industry-leading work," said Bob Skinstad, chairman of the judging panel.

"Congratulations to all those shortlisted - and I look forward to celebrating with the winners at the awards ceremony on 13th February."

The nominees listed below will now eagerly await the announcement of the winners in each category at the most respected and prestigious sport industry event in Africa. Each year the Discovery Sport Industry Awards ceremony attracts more than 1,200 guests, including sportsmen and celebrities such as Lucas Radebe, Cameron van der Burgh, Hashim Amla, Marcel Desailly, Heyneke Meyer, Shashi Naidoo, Jacques Rudolph, Elana Meyer, Neil McKenzie, Kerry McGregor, Jomo Sono, Roxy Louw, Butch James, Nicole Flint, Mark Fish, Doctor Khumalo, Natalie Du Toit, CJ Van Der Linde and many more.

Discovery Sport Industry Awards 2014 shortlist:

Sport Agency of the Year sponsored by Gallo Images

- Brand inc Creative Group
- EXP South Africa
- Levergy
- Openfield Marketing
- Playmakers Sponsorship

Best Sponsorship of a Sport Event or Competition sponsored by 26 Degrees South

- Absa Premiership
- adidas - Old Mutual Two Oceans Marathon
- Castle Lager Incoming Series
- Gary Player Invitational presented by Coca Cola
- Nedbank Cup
- Standard Bank - AFCON

Sport Brand of the Year

- adidas South Africa
- EFC Africa
- Kaizer Chiefs Football Club
- Nike
- The Proteas
- The Sharks

Best use of Digital Communications in Sport

- Absa - The Human Spirit
- Blue Bulls
- DHL Stormers
- EFC Africa
- Nedbank Ke Yona Team
- The Sharks

Sport Participation Event of the Year

- Absa Cape Epic

- Cape Argus Pick n Pay Cycle Tour
- Comrades Marathon
- J.P Morgan Corporate Challenge
- Nike We Run Jozi 10K
- Old Mutual Two Oceans Marathon

TV Sport Commercial of the Year

- Absa - The Human Spirit
- SAB Castle Lager - Superfans United
- SARU - Springboks Sevens 'Mission Moscow'
- SuperSport - FINA World Champs 2013
- SuperSport -Unbelievable!
- Telkom - Jomo Sono's Wedding

Best Sponsorship of a Sport Team or Individual

- adidas - Orlando Pirates: Black is Back
- Castle Lager - 20 Years Behind Bafana Bafana
- DHL - DHL Stormers
- Toyota - Toyota Freestate Cheetahs

Best Use of PR in a Sport Campaign

- Absa Cape Epic - Team Absa
- EFC Africa Experience
- MTN8
- Nike We Run Jozi 10K
- SARU - Springbok Shirtless Campaign
- SRSA - Unite4Mandela

Best Integrated sport Marketing Campaign

- Absa - The Human Spirit
- adidas Refresh Your Gear
- Castle Lager - AFCON Africa United
- MTN 8
- Nedbank Ke Yona Team
- Vaseline Fan of the Match

Sport Development Programme of the Year

- The Dreamfields Project
- Powerade Performance Sessions with John Mitchell
- NBA Royal Bafokeng Jr. Programme
- SARU - Vodacom Cup 2013 'Tjovitjo'
- Spur School Mountain Bike League

- SuperSport Let's Play

Best Live Experience

- The BMW Challenge
- Cape Town Tens
- EFC Africa
- KFC Mini-Cricket T20 Kids
- Nedbank - Comrades Marathon Spectator & Green Mile
- Sansui Summer Cup

Best New Sponsorship

- adidas - Old Mutual Two Oceans Marathon
- KAYA FM 67KM Relay for Mandela Day
- Momentum One Day Cricket
- Mutual & Federal Premier Interschools Rugby
- Nashua Super 8 Boxing
- Ram Slam T20 Domestic Challenge

For more information, go to www.sportindustry.co.za.

For more, visit: <https://www.bizcommunity.com>