

Millward Brown announces South Africa's Top 10 Best Liked Ads for Q1 and Q2 2015

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Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials.



These are the ads that have been rated as the *most liked* by the South African audience whom we believe to be the most important critic, the person who ultimately chooses to buy your brand or not. And local is lekker this year with Albany Bread's Small and KFC's Mama ranking in the top spots for the first two quarters of 2015.



RANK	Q1 2015 AD	CREATIVE AGENCY
1	Albany Bread: Small	TBWA

2	Mercedes Benz C Class: The Choice	Merkley & Partners USA
3	OLX: Son Leaving Home	FCB Johannesburg
4	Kellogg's All Bran Flakes: 5 Day Challenge	J. Walter Thompson
5	Amarula Cream: It starts...	FCB Cape Town
6	Nando's: Load Shedding	MetropolitanRepublic
7	Lays: Cricket in the Park	Net#work BBDO
8	Spur: Boy's Choir	Haas Collective
9	Robertson's Spices: Traditional	Hardy Boys DDB
10	Panarottis Pizza Pasta: Panarottis Makes it Right	MetropolitanRepublic

RANK	Q2 2015 AD	CREATIVE AGENCY
1	KFC: Mama	Ogilvy & Mather Johannesburg
2	Koo: Beating the Best	FCB Johannesburg
3	Capitec Bank: Be in Control	Capitec Studio in-house
4	Savlon: The Freedom to Explore	J. Walter Thompson Cape Town
5	Dettol Soap: Worry Less Love More Slide	Havas Worldwide Johannesburg
6	Kellogg's Corn Flakes: Changing Times : Taste	J. Walter Thompson Johannesburg
7	CTM: Lovie	Hammersmith & Elephant
8	Ingram's Camphor Cream: Rhodesia	FCB Johannesburg
9	KFC: Ka-Ching Rehit	Ogilvy & Mather Johannesburg
10	Dettol ASL: Worry Less Love More Bike	Havas Worldwide Johannesburg

Click here to view the PDF of [Q1](#) and [Q2](#). Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa for over 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact lizelle.shawe@millwardbrown.com

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