

See who made the 2019 SA MMA Smarties shortlist

The Mobile Marketing Association (MMA) has announced the South Africa MMA 2019 Smarties shortlist.



Image credit: MMA.

Smarties judges a campaign's impact on business results. This year, the awards received double the amount of entries – highlighting the important and central role that mobile plays in marketing today.

The Smarties Awards has 18 categories – which marketers, agencies and tech-enablers entered their work into. Judging took place in September by a panel of industry experts, including Smarties jury chair, Samsung Africa chief marketing officer Dudu Mokholo.

Commenting on the quality of this year's work, Mokholo says: "It was such a pleasure reviewing the entries across all categories. The standard of work continues to improve across the industry. It is really encouraging to see such a high level of quality workmanship submitted for this year's entries."

Mindshare leads this year's shortlist – appearing in 10 categories for its work on KFC and Capitec, respectively.

See who else made the cut, this year!

Mobile Search

- Retroviral/Retroviral – #TheBestDick

Brand Awareness

- Tinkies/Hello Square – The Mega Mash-Up
- Renault Kwid/AdColony and OMD South Africa – AdColony & Renault Kwid
- Biogen/Retroactive – #BiogenJourney
- Pepsi Max/Mark1 – Win Like a Baller
- Pernod Ricard/Publicis Machine – Be Curious Influencer Drop
- KFC/Mindshare – Zinger Chutney Burger
- KFC/Mindshare – KFC Dunked Burger
- McDonald's South Africa/McDonald's South Africa – Know Our Food, Know Our People

Lead Generation/Direct Response/Conversions

- KFC/Yonder Media – KFC Africa CRM Rewards Solution
- Survivor/Retroviral – Outwit. Outplay. Outdoor
- Heineken/BOTTES - the Alcohol Delivery App – BOTTLES x Heineken Alcohol Delivery Campaign
- Capfin/Mindshare – Capfin Everywhere
- Saints Wines/SilverstoneCIS – DGB Saints Wines - Pick your Saint

Product/Services Launch

- FirstCheck/Digital Solutions Group – First Check
- Otees/Yonder Media – Otees Mobile Game
- Golden Cloud/Justpalm – Cake in a Mug in 90 seconds
- Tinkies/Hello Square – The Mega Mash-Up
- KFC/Mindshare – KFC Dunked Burger
- KFC/Mindshare – Zinger Chutney Burger
- McDonald's South Africa/McDonald's South Africa – The Happy Meal Readers
- Incredible Connection/SilverstoneCIS – Incredible Connection - Tinder for Tech

Relationship Building/CRM

- KFC/Yonder Media – KFC Africa CRM Rewards Solution
- MultiChoice/MultiChoice – MultiChoice WhatsApp self-service bot
- McDonald's South Africa/McDonald's South Africa – The McDonald's App
- NuMetro/SilverstoneCIS – NuMetro Unlock the Experience

Social Impact/Not For Profit

- Road Accident Fund/Mark1 – Don't take a life before it has begun
- Pernod Ricard/Machine a Division of MMS Communications SA (Pty) Ltd – 141 Water
- Zenith/Futuretech Media – Durex

Cross Media

- Biogen/Retroactive – #BiogenJourney
- Standard Bank/Mobiclicks – Standard Bank Cricket World Cup 2019
- Pepsi Max / Mark1 – Win Like a Baller
- KFC/Mindshare – KFC Kentucky Bucket TV Sync
- Capfin/Mindshare – Capfin Everywhere

- KFC/Mindshare – KFC Dunked Burger
- KFC/Mindshare – Zinger Chutney Burger

Cross Mobile Integration

- Tinkies/Hello Square – The Mega Mash-Up
- All Gold/Freshive – It's All Good. It's All Gold
- Heineken/BOTTES - the Alcohol Delivery App – BOTTLES x Heineken Alcohol Delivery Campaign
- Pepsi Max/Mark1 – Win Like a Baller
- Cleanipedia.com/Digitas Liquorice – Unclean Catalogue
- KFC/Mindshare – Zinger Chutney Burger
- Zennith/Futuretech Media – Dettol
- Advertiser/Futuretech Media – Shell 5in5

Mobile Gaming, Gamification and E-Sports

- Otees/Yonder Media – Otees Mobile Game
- Vizeum/Futuretech Media – Carling Black label

Mobile Social

- LegalWise/Yonder Media – LegalWise 16 Days of Activism
- Nespray/Justpalm – Back to School
- AXE/Gorilla – AXE Level Up
- RocoMamas/Retroviral – Smashing Social
- Carling Black Label/Ad Dynamo International (Pty) Limited – Carling Black Label
- All Gold/Freshive – It's All Good. It's All Gold
- Pepsi Max/Mark1 – Win Like a Baller
- Hellmann's Mayonnaise/Digitas Liquorice – Delicious Surprise

Mobile Video

- LegalWise/Yonder Media – LegalWise 16 Days of Activism
- Renault Kwid/AdColony and OMD South Africa – AdColony and Renault Kwid
- Samsung Mobile South Africa/AdColony – AdColony Samsung Mobile S9
- McDonald's South Africa/McDonald's South Africa – McCafe 360 Glam Cam

Location-Based Services or Targeting

- FirstCheck/Digital Solutions Group – First Check
- Heineken/BOTTES - the Alcohol Delivery App – BOTTLES x Heineken Alcohol Delivery Campaign
- Dischem/Mobiclicks – Dischem - Sports Supplement Weekend Sale
- Vicinity Media/Vicinity Media – VisitAbility

Mobile Payments

- Nespray/Justpalm – Back to School
- Miller Genuine Draft/Justpalm – Fresh Take
- Sanlam/Digitas Liquorice – Sanlam Now Cover

Innovation

- Nespray/Justpalm – Back to School
- MultiChoice/MultiChoice – MultiChoice WhatsApp self service bot
- Steers/AdColony and The MediaShop – AdColony & Steers Ribster Build a Burger
- Telkom Mobile/AdColony and Vizeum – AdColony Telkom Summer Aurora
- AXE/Gorilla – AXE Level Up
- Makro/Freshive – Makro Black 5 Day Price Funding
- Total/Total SA/Ad Dynamo/Ad Dynamo – Total Twitter In-stream Live Show Sponsorship
- Knorr/Digitas Liquorice – Takeaway Takeover



Some of last year's Smarties winners.

Mobile App

- FirstCheck/Digital Solutions Group – First Check
- Heineken/BOTTES - the Alcohol Delivery App – BOTTLES x Heineken Alcohol Delivery Campaign
- Knorr/Digitas Liquorice – Takeaway Takeover
- Scottish Leader/Digitas Liquorice – I See A New Perspective
- Knorr/Digitas Liquorice – Goodness Calendar

Programmatic

- Pepsi Max/Mark1 – Win Like a Baller

Mobile Audio

- Liberty/Retroviral and Faith & Fear – Liberty Live
- FreshStop/Mark1 – FreshStop 300th Store

The winners will be announced at the Smarties gala event, which will be held at Monte Casino on 30 October 2019.

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