

# MTV Base is Video Entertainment Brand of The Year at PromaxBDA

Viacom International Media Networks Africa (VIMN Africa) has been awarded 18 accolades at the PromaxBDA Africa Awards. MTV Base was announced as Video Entertainment Brand Of The Year, winning five golds at the awards.



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VIMN Africa channel brands, *Comedy Central*, *MTV*, *MTV Base* and *Nickelodeon*, were collectively presented with 18 awards, up three from last year's event. The VIMN Africa team walked away with seven Golds, two Silver and nine Bronze at the ceremony that rewards excellence in the media marketing world. Globally, the PromaxBDA competitions are regarded as the most prestigious awards for creative and innovative endeavours in this field.

This year has been a landmark 2018 for VIMN Africa, with groundbreaking creative content productions and 360-Degree campaigns including the rebooted format of the *Comedy Central Roast of Somizi* in partnership with video-on-demand brand *Showmax*, *Nickelodeon's Toy Sprint* joint venture with toy retailer *Toys R Us*, *MTV Base VJ Search's* collaboration with *Breezer* and the upcoming urban themed *Strongbow Big Picnic powered by MTV*.

Commercial partnered campaigns that were led across continents comprised of the *2018 BET Awards* together with *Russian Bear*, while *SKKY Vodka* partnered for three global *MTV* brand tent poles with the *MTV EMAs*, *MTV Movie and TV Awards* and *MTV VMAs*.

Commented Alex Okosi, executive vice president and managing director for Viacom International Media Networks Africa (VIMN Africa) and BET International: “I’m incredibly proud of the VIMN Africa team and our partners for these amazing accolades at the 2018 PromaxBDA Africa Awards. Every campaign speaks to the passion and purpose that connects us to our audiences and customers. Each of our iconic brands resonates strongly in market and industry and we look forward to continuing growth on a continent and industry that is redefining African culture.”

The winning VIMN Africa campaigns from the PromaxBDA Africa Awards 2018 are:

### **Gold**

- Best Outdoor or Print Ad – Nickelodeon Toy Sprint
- Best Sponsor/ Brand Integration Spot - Nickelodeon Toy Sprint
- Best Ident Design – MTV Base Idents 2018
- Best CG Animation – MTV Base Idents 2018
- Best Visual Effects and Compositing – MTV Base Idents 2018
- Best Design Without Footage - MTV Base Idents 2018
- Video Entertainment Brand of the Year – MTV Base Rebrand 2018

### **Silver**

- Best Reality Promo – Nickelodeon Toy Sprint Toynado
- Most Outstanding Design in Promotion – MTV Snap Crackle Base

### **Bronze**

- Best Logo Design – Comedy Central Roast of Somizi
- Best Entertainment Campaign - Comedy Central Roast of Somizi
- Best Children’s Promo - Nickelodeon Toy Sprint
- Best Weekly Wonder – Comedy Central Weekly Movie Zoolanders
- DSTV/MNET Best Editing – Comedy Central Corporate Sustain
- Best Program Title Sequence – MTV Base VJ Search
- Best Entertainment Promo – Comedy Central Roast of Bruce Willis
- Best Design without Footage – MTV Base Knockout
- Best Image Promo – Comedy Central Funny is the New Sexy

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