

Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q1 and Q2 2017

Issued by [Kantar](#)

14 Sep 2017

Kantar Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials. These are the ads that have been rated as the *best 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.



We see storytelling emerging as the central protagonist, with wonderful local nuances and emotion used to cement the memory and brand association. Food dominates the top 10, with four fast food outlets grabbing the consumers' attention. Cars also feature strongly, with three of the car ads by global agencies, highlighting how well these types of ads can travel across borders.

Read more about why advertising works best when it makes a memorable and lasting impression in our latest study, [Lasting Impressions to Grow Your Brand](#).

#1 AD Q1 2017

Consol Glass: The Best Things Come in Glass | Grey Advertising

#1 AD Q2 2017

Toyota Hilux: Tougher-er my Son | FCB Joburg

| RANK | AD Q1 2017 | CREATIVE AGENCY |
|------|--|-------------------------|
| 1 | Consol Glass: The Best Things Come in Glass | Grey Advertising |
| 2 | McCain: Dinner for Mom – Little Jessi | Joe Public |
| 3 | Lifebuoy Lemon Fresh: Hands up Tumi | Lowe Lintas Mumbai |
| 4 | Mochachos: Wrestler | Comedia |
| 5 | BMW: Sheer Thrills | Serviceplan Hamburg |
| 6 | McDonalds: It's a Feeling | Leo Burnett |
| 7 | Colgate Maximum Cavity Protection: Question & Answer | Y&R Labstore |
| 8 | Plascon: Designed for Life | Ireland/Davenport |
| 9 | News24: Edge App | The Suits Communication |
| 10 | Coca-Cola: Supermarket Pan Africa | Ogilvy & Mather Africa |

| RANK | AD Q2 2017 | CREATIVE AGENCY |
|------|---|------------------------------|
| 1 | Toyota Hilux: Tougher-er my Son | FCB Joburg |
| 2 | Audi A5: Engineered with Soul | BBH London |
| 3 | ABSA Rewards: Skafthini | FCB Joburg |
| 4 | Oros: Teka | King James Cape Town |
| 5 | KFC: Creations | Ogilvy & Mather Johannesburg |
| 6 | Volvo XC 90: Road Trip | Forsman & Bodenfors Sweden |
| 7 | Steers Mega Ribster Meal: #Errthang | 1886 |
| 8 | Ultramel: Sunday Lunch | MetropolitanRepublic |
| 9 | DStv: Sweet Little Munchkin | Ogilvy & Mather Johannesburg |
| 10 | Future Life Smart Fibre 2in1: Adverlife | The Buchanan Group |

Download the PDF of the rankings:

[Q1 2017](#)

[Q2 2017](#)

[Adtrack™](#) is Kantar Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all new 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 what Adtrack can do for you, contact lizelle.shawe@millwardbrown.com.

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