

# ALL THE WINNERS!

The winners are out! At the Amasa Awards gala event held at the Hilton Sandton last night, sports management consultancy Playmakers was named the inaugural Agency of the Year and overall Roger Garlick Award winner!



The Playmakers team receiving their Agency of the Year Award | [Gareth Jacobs Photography](#)

“We extend massive congratulations to the team at Playmakers who impressed the judges with their #CokeScoreChallenge. The campaign offered unparalleled excellence in media strategy, media planning and the creative and innovative use of their chosen media platforms,” says Amasa chairperson Wayne Bishop. “As the agency with the most number of Highly Commended, Golds and overall Grand Prix, Playmakers were also crowned Agency of the Year.”

The 2018 winners are:

Ignition Awards (students)	
Departments of Strategic Communication & Graphic Design, University of Johannesburg – Lion Matches	Gold
Departments of Strategic Communication & Graphic Design, University of Johannesburg – Ama Kip Kip	Highly Commended
Best Branded Content Campaign	
Ogilvy Huggies The World's First Baby Marathon	Gold
OMD Standard Bank Your Next Million	Highly Commended
Best Contribution by a Media Owner	
Tiso Black Star Nando's #Rightmyname	Gold
Mediamark Foshini Sebenza Girl	Highly Commended
Best Experiential / Event	
Ogilvy Carling Black Label - #NoExcuse	Gold
Playmakers - Captivate Brand Activations Jaguar Landrover Two Icons	Highly Commended
Best Integrated: Financial	
Vizeum & King James / NMP Sanlam 2 Minute Shower Song	Gold
OMD Standard Bank Joy of Jazz	Highly Commended
Best Integrated: FMCG	
Ogilvy Carling Black Label - No Excuses	Gold
Dentsu Aegis Network, Loxjion Conexjion & Greater Than, Russian Bear Vodka #IAMNEXT	Highly Commended
Best Integrated: Media	
Retroviral, JCDecaux & Afrokaans M-Net Survivor billboard	Gold

<b>Best Integrated: Retail</b>	
The MediaShop Nando's #RightMyName	Gold
<b>Best Integrated: Other consumer goods</b>	
Levergy New Balance #BeProteas	Highly Commended
<b>Best Integrated: B2B</b>	
Demographica Nedbank Seat At the Table	Gold
<b>Best Online</b>	
Ogilvy Huggies Kids Marathon Campaign	Gold
The MediaShop Cell C Skip to the Best Bits	Gold
<b>Best Social Media</b>	
Brand Truth FNB Budget Speech	Highly Commended
Levergy New Balance #BeProteas	Highly Commended
<b>Best Pro Bono/Cause Related</b>	
AdReach Heartlines Beyond the River	Highly Commended
<b>Best Sponsorship</b>	
Playmakers #CokeScoreChallenge	Gold
Levergy New Balance #BeProteas	Highly Commended
<b>Best Trade Marketing</b>	
Mediamark Black Friday #WTBF	Gold
<b>Best Use of a Small Budget</b>	
MediaCom & Arc Interactive Royco Let's Eat with Siphokazi	Gold
<b>Best Use of Mobile</b>	
TMI A Havaianas Summer	Highly Commended
<b>Best Use of Technology</b>	
AdColony South Africa & Red Star Heineken South Africa - UEFA Champions League	Gold
<b>Best Tactical Use of Media</b>	
The MediaShop Cell C Skip to the Best Bits	Gold
Red Star Soweto Gold Launch	Gold
MediaCom & Arc Interactive Royco Let's Eat with Siphokazi	Highly Commended

Amasa extends a huge thank you to the all the awards contributors, the committee, judges and sponsors who made the awards happen. This year's sponsors were AdColony, Els Event Architects, Emedia Sales, Gumtree, Kaya FM, Kantar Millward Brown Mediamark, The MediaShop, US Engage, Mediamark and Cinevation.

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