

Gorilla wins four MMA Smarties, survives Loeries Week celebrations

 By [Jordan Wallace](#), issued by [Gorilla](#)

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Gorilla kicked off the Loeries in happy style, taking home four awards at the MMA Smarties Awards on Thursday night.

South Africa's second MMA Smarties Awards were held at the Elangeni Maharani Hotel in Durban last Thursday, as an exciting addition to The Loeries Creative Week. Being part of the broader program saw attendance to the event increase dramatically from the previous year, which bodes well for the country's most prestigious mobile-focused event.



Gorilla took home one gold, one silver and two bronzes, as part of Unilever's near clean sweep of the awards. "Mobile is a priority channel for Unilever and that is reflected by their success in the awards last week. It was great to see some of the innovations and campaigns we have led this year be recognised," said Michelle McEwan, Managing Director of Gorilla.

Gorilla's awards were for the following:

Brand Awareness Category:

Bronze - Connect with Shield

Cross Media / Cross Mobile Integration:

Bronze - Shield Missed Call

Mobile Social:

Gold - AXECESS on Mxit

Silver - Shield Missed Call

The wins on the opening night kicked-off four days of slightly childish partying and socialising. Exciting creative workshops (Ali Ali and Ji Lee were favourites), an aquarium dinner with Google, a turn-up at the YFM party, breakfast Mojitos with Unilever, and explosion of jol with Ogilvy, and three AKA performances in three days (Congratulations us!) Not to mention

the awesome work recognised during the two Loerie Awards evenings.

Special congratulations to Impact BBDO Dubai, who must have had to answer some interesting questions going through customs - "Why do you have so many birds in your luggage sir?"

Well done to the organisers, the winners, and Durbs - you all outdid yourselves. Now let us rest, please.

For more:

- Official site: www.loeries.com, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

ABOUT JORDAN WALLACE

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