

Gorilla shortlisted for two EMEA Smarties

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The awards showcase the best mobile work from Europe, the Middle East and Africa.

After coming away with four wins at the South Africa MMA Smarties Awards in Durban, the happy news continued when it was announced that two Gorilla campaigns had made the prestigious EMEA Smarties shortlist.

"Producing best practice work in mobile is something we pride ourselves on. To have work recognised at a regional level, competing with the best campaigns from Europe, the Middle East and the rest of Africa, makes us extremely proud," said Michelle McEwan, Managing Director of Gorilla.

The two campaigns shortlisted are:

Category: Brand Awareness

Campaign Name: Connect with Shield

Advertiser/Brand: Shield, Unilever

Category: Promotion

Campaign Name: Shield Missed Call

Advertiser/Brand: Shield, Unilever

The Connect with Shield campaign was created in close partnership with JustPalm.com, the tech start-up who pioneered the Sponsored Call technology. "In mobile, the potential for great engagement is limited only by our creativity. We are thrilled and proud to have our collaboration with Gorilla showcased on such a big stage, and we look forward to many more projects together," said Patrick Palmi, CEO of Just Palm.

"Mobile creativity and mobile marketing effectiveness is alive and well based on the volume and quality of the hundreds of submissions we received from all across the EMEA region. It's a real reflection of the increasing importance of mobile marketing in bringing brands closer to their consumers," said Chris Babayode, Managing Director, MMA EMEA.

Unilever has several African campaigns shortlisted, showing once again that their "Win in Mobile" strategy is fast bearing fruit across the continent. The finalists will be announced on the 5th of November at the EMEA Gala Dinner in Istanbul.



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