

# Finalists for Amasa Awards announced

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The shortlist for the highly anticipated Amasa Awards taking place on 10 October 2018 is finally here! A record number of entries have been received this year from specialists across media, creative, direct, PR and specialist agencies.



"This year's edition has seen a record number of entries making 2018 the most competitive iteration yet," says Amasa Chairperson Wayne Bishop. "We've also brought in a new category, 'Amasa Awards Agency of the Year', which will go to the agency with the most number of shortlists, certificates and Golds.

"Our goal when we launched the Amasa Awards in 2014 was to show how much value agencies can add to client's businesses and this new award promises to do just that."

The most-entered categories for 2018 include: Best Tactical use of Media, Best use of Mobile and Best use of Technology and Data.

Longstanding Amasa committee member and judge Wayne Bischoff had this to say: "There is still a large gap between the entries that won Gold and the majority, and that gap needs to be filled. Amasa will endeavour to give feedback in an open session on what is missing and how to level up. There was definitely uncertainty in what 'insight-based' media strategy meant and many of the 'insights' that should inform the strategy were just facts. A fact without the insight it points to is useless.

"These awards are vital part of our industry make-up. They celebrate passion and excellence in media strategy and creative innovation. They also help increase the understanding of the importance of excellent media planning and strategy in delivering on client's business and marketing objectives. In addition, by celebrating the agencies and individuals who win Golds and the Grand Prix, we increase the professionalism of the industry and hopefully attract and retain future stars."

## AMASA Awards 2018 finalists:

Best Branded Content	
OMD	Standard Bank Your Next Million
Mediamark	Foschini #SebenzaGirl
Hitch Digital Media	ER24 Festive Season
Ogilvy	Huggies The World's First Baby Marathon
Best Contribution by a Media Owner	
Tiso Blackstar Group	Nando's #RightMyName
AdColony & The Mediashop	Debonairs Pizza South Africa - Smoking BBQ
Adreach (Pty) Ltd	Heartlines Beyond the River
Mediamark	Foschini #Sebenza Girl
Best Experiential / Event Campaign	
Ogilvy Cape Town	Carling Black Label Soccer Song for Change

Playmakers - Captivate Brand Activations	Jaguar Land Rover Two Icons Tour
Retroviral, JCDecaux & Afrokaans	M-Net Survivor Billboard
The Mediashop	The Eastgate Extra Time Challenge
<b>Best Online Campaign</b>	
The MediaShop	Debonairs Pizza Christopher
Ogilvy	Huggies The World's First Baby Marathon
TMI	A Havaianas Summer
The MediaShop	Cell C Skip to the Best Bits
Zenith	Dettol Back to School
Mindshare	Aware.org Consumer Campaign
<b>Best Pro-Bono Campaign</b>	
Adreach (Pty) Ltd	Heartlines Beyond the River
<b>Best Social Media Campaign</b>	
The MediaShop	Debonairs Pizza Christopher
Brand Truth	FNB Budget Speech
Levergy	New Balance #BeProteas
IndaHASH	Carling Black Label Song of Change #NoExcuse
Zenith	Dettol Back to School
Just Palm	Miller Genuine Draft
<b>Best Sponsorship</b>	
Levergy	New Balance #BeProteas
Levergy	Audi Q5 Fast Track
Playmakers	#CokeScoreChallenge
<b>Best Tactical Use of Media</b>	
Ogilvy Cape Town	Carling Black Label Soccer Song for Change
The MediaShop	Cell C Skip to the Best Bits
The MediaShop	Western Cape Government #It-Can-Wait
MediaCom & Arc Interactive	Royco Let's Eat with Siphokazi
The MediaShop	Nando's #RightMyName
The MediaShop	Debonairs Pizza Christopher
Red Star	Soweto Gold
<b>Best Trade Marketing</b>	
Mediamark	Mediamark Black Friday #WTBF
Ads24	Ads24 presents Food for Thought 2018
Ads24	Ads24 Wat Meme Jy
<b>Best Use of a Small Budget (&lt;150k)</b>	
MediaCom & Arc Interactive	Royco Let's Eat with Siphokazi
Phd	VW Date My Family
OMD	EDCON Clinique Online Supported Instore Promo Campaign
<b>Best Use of Mobile</b>	
Mindshare	Lucozade
TMI	A Havaianas Summer
Ad Colony	Entry Name : Samsung S9
MediaCom	Uber Eats M&M's
Just Palm	Omo Gentle Hands
<b>Best Tactical Use of Tech / Data</b>	
The MediaShop	Debonairs Pizza Christopher
The MediaShop	Cell C Skip to the Best Bits
Ogilvy	Huggies The World's First Baby Marathon
TMI	A Havaianas Summer
AdColony South Africa & Red Star	Heineken UEFA League Championships
Red Star	Heineken UEFA League Championships Liveposter
<b>Pro Bono</b>	
Havas	Unicef Father's Day
<b>Best Integrated Campaign : Travel, Entertainment and Leisure</b>	
The MediaShop	South African Tourism (SAT)
<b>Best Integrated Campaign : B2B</b>	
Demographica	Nedbank Seat at the Table
<b>Best Integrated Campaign : MEDIA</b>	
Retroviral, JCDecaux & Afrokaans	M-Net Survivor Billboard
<b>Best Integrated Campaign - Retail (QSR)</b>	
The Mediashop	Nando's #RightMyName
The Mediashop	The Eastgate Extra Time Challenge
OMD	EDCON Edgars Offline Measurement & Search
<b>Best Integrated Campaign : Financial Services</b>	

Best Integrated Campaign : Financial Services	
Vizeum & King James / NMP	Sanlam 2 Minute Shower Songs
OMD	Standard Bank Your Next Million
OMD	Standard Bank Joy of Jazz
Primedia Broadcasting & OMD	Standard Bank Africa Connected
Best Integrated Campaign : FMCG	
Ogilvy Cape Town	Carling Black Label #NoExcuse
Phd Media	Aquafresh #KeepitFresh Mafikizolo
Ogilvy	Huggies The World's First Baby Marathon
Phd Media, JWT Cape Town	Liqui-Fruit Summer Anthem
Dentsu Aegis Network, Loxyion Conexyion, Greater Than	Russian Bear Vodka #IAMNEXT
Best Integrated Campaign : Other Consumer Goods	
Levergy	New Balance #BeProteas
Best Integrated Campaign : Public Services	
The MediaShop	Imperial Road Safety Safe Scholar Programme
Best Integrated Campaign : Transport	
Hitch Digital	Harley-Davidson-Project Revolution
Levergy	Audi Q5 Fast Track
MediaCom	Shell LGBTI
The MediaShop	Imperial Road Safety Safe Scholar Programme

Tickets are selling fast for the Gala Awards dinner on 10 October at the Hilton Hotel in Sandton. Secure yours today to avoid disappointment. Visit [amasa.awards2018@gmail.com](mailto:amasa.awards2018@gmail.com) for more information.

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#### Amasa



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