

# eXceptional work pays off for 99c at the Effie Awards

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99c, the full-service, integrated advertising agency based in Cape Town and Johannesburg, took top honours at the inaugural Effie Awards in Johannesburg on Thursday, 14 October 2021.



The agency walked off with the Grand Effie, along with a Gold (one of only three awarded on the night) and a Silver award, for the work they proudly produced for the launch of Checkers Xtra Savings – No Smoke and Mirrors.

The Effie Awards honour the most significant achievements in advertising and marketing communications: effectiveness. The awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognise any and all forms of marketing that contributes to a brand's success.

Says Andrew Brand, CEO and managing director – Cape Town: “Meeting our clients’ business objectives is how we measure our success. We set out to produce work that works hard to deliver results for our clients that helps to grow their business, their market share, and their profitability. Being acknowledged at South Africa’s first ever Effies awards show means we’re doing just that, and we’re humbled and honoured to be recognised. It’s particularly satisfying to have won the Grand Effie for Checkers who have been our client since we started out 13 years ago. They constantly challenge us and we drive ourselves hard to create work that’s as innovative as their business is. Being awarded for this work also demonstrates that it’s possible to do highly strategic and creative work within the retail space.”

The category wins are as follows:

- Grand Effie: Xtra Savings Launch – No Smoke and Mirrors Entry, Single Retailer Programme: Mass Merchants, Supermarkets, Drugstores, and other Commerce & Shopper Category
- Gold Effie: Xtra Savings Launch – No Smoke and Mirrors, Single Retailer Programme: Mass Merchants, Supermarkets, Drugstores, and other Commerce & Shopper Category
- Silver Effie: Xtra Savings Launch – No Smoke and Mirrors, Marketing Innovation Solutions Category

To find out more about 99c and the work the agency produces, visit their [site](#), or follow on [Instagram](#) and Facebook.

## About 99c

99c is a full-service, integrated advertising agency based in Cape Town and Johannesburg. We create with the purpose of doing work that works hard to grow our clients’ businesses.

Local clients include Shoprite Group (Shoprite, Shoprite Africa, Checkers, Liquorshop, Medirite, CFS, House & Home, OK Furniture, and MoneyMarket), Ackermans, Spur Corporation (Spur Steak Ranches, Panarottis, John Dory’s), Puma, Bryte, Digicape, Ikeja, Kuda, Mastercare and Vinimark.

International clients include Best&Less (Australia), Pepco (Europe), and Norlanka (Global).

## About the Effies

The Effie Awards lead, inspire and champion the practice and practitioners of marketing effectiveness through education, awards, ever-evolving thought leadership initiatives and first-class insights into marketing strategies that produce results. For over 50 years, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 50 programmes, including the Global Effies, regional programs and national programs in Africa, Asia-Pacific, Europe, Latin America, the Middle East and North America.



- **Celebrate mom and moments of bliss this Mother’s Day with Lindt South Africa** 9 May 2024
- **99c clients sweep awards at 10th Annual MMA South Africa Smarties** 18 Apr 2024
- **Lindt South Africa unveils their new, ultimate indulgence: Lindor Milk & White Truffles** 18 Apr 2024
- **Make your Easter sparkle with Lindt South Africa** 6 Mar 2024
- **Embrace the timeless sweetness of love with Lindor this Valentine’s Day** 2 Feb 2024

### Ninety9cents



A leading full-service communications agency, known for seamlessly delivering impactful solutions with unparalleled retail expertise. From strategy to execution across all media types, 99c is the trusted partner for brands navigating the complexities of advertising and marketing.

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