

# Nando's CMO Doug Place crowned 2024 MAA Marketer of the Year

On Tuesday, 26 March 2024, the winners of the 2024 Marketing Achievement Awards (MAA), were announced, with Doug Place, CMO for Nando's Africa, Middle East and South Asia, named Marketer of the Year Award.



Doug Place has won marketer of the year. Source: Supplied.

Nastasje Cerbone, marketing activations manager at Pernod Ricard, won the Rising Star of the Year Award, and for the second consecutive year, Discovery, won the Marketing Organisation of the Year Award.

The winners across 14 award categories were named, including the most anticipated announcements of the evening – the winners of the three MAA leadership awards.



#NedbankIMC2023 - Doug Place: 3Cs for marketers

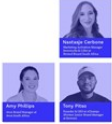
Danette Breitenbach 19 Sep 2023



Ivan Mroke, CEO of Kantar South Africa, and chairperson of the MAA, says all the winners and finalists this year lived up to the challenge of solving what he calls 'challenging opportunities'.

“These marketers illustrate what effective marketing is all about: solving challenges and unlocking opportunities that drive business results and the growth that our economy needs to flourish,” he explains.

“During the judging of this year’s MAA I was struck yet again by what brilliant marketers we have in this country. As part of a global organisation, I am exposed to marketing best practice from all around the world. In my opinion, all of the 2024 winners and finalists can stand tall on a global stage. There is no question that marketing as a discipline punches way above its weight in South Africa.”



### Meet the finalists for the 2024 MAA Rising Star of the Year Award

26 Mar 2024



The Marketer of the Year Award recognises an outstanding South African marketer who has delivered innovative marketing, impacted business results, and used their influence to drive the industry forward.

This year’s selection committee were particularly impressed with Place’s understanding and achievement of balance in marketing initiatives, taking into consideration socio-economic factors and competitor activity.

Stalwart marketers, like Place, serve as inspiration for up-and-coming marketers, the likes of which are celebrated through the MAA’s Rising Star of the Year Award, which honours young marketers who have demonstrated the potential to become outstanding industry leaders through impactful, analytical and creative marketing efforts.

The awards ceremony was attended by the MAA qualifiers, the MAA Council and judges, and guests from the marketing industry.

## Winners

| Award                                                                                                                                                                                         | Awarded                                                    | For                                                                                         | Agency Partner          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------|
| The African Bank Excellence in New Product or Brand Launch Award                                                                                                                              |                                                            |                                                                                             |                         |
| Winner                                                                                                                                                                                        | HEINEKEN Beverages South Africa                            | Savanna Premium Cider: How Launching A New Variant Spiced Up Savanna Premium Cider's Growth | Grey Advertising Africa |
| Special Commendation                                                                                                                                                                          | HEINEKEN Beverages South Africa                            | Amarula Ethiopian Coffee                                                                    | Grey Advertising Africa |
| Finalist                                                                                                                                                                                      | Nando's                                                    | The Great Pretender                                                                         | N/A                     |
| The Kantar Excellence in Brand Positioning Award                                                                                                                                              |                                                            |                                                                                             |                         |
| Winner                                                                                                                                                                                        | HEINEKEN Beverages South Africa                            | Savanna Premium Cider: How Some "Spice" Cemented Savanna's Brand Positioning                | Grey Advertising Africa |
| Special Commendation                                                                                                                                                                          | SAB (AB InBev)                                             | Castle Lite - Liten Up                                                                      | Ogilvy South Africa     |
| The Absa Excellence in Marketing Innovation Award                                                                                                                                             |                                                            |                                                                                             |                         |
| Winner                                                                                                                                                                                        | Sanlam                                                     | Sanlam LI:FE of Confidence                                                                  | Accenture Song          |
| Special Commendation                                                                                                                                                                          | Nando's                                                    | Nando's Bright Sides                                                                        | VML South Africa        |
| Finalist                                                                                                                                                                                      | ShopriteX                                                  | Xtra Savings Plus Monthly Subscription                                                      | 99c                     |
| Finalist                                                                                                                                                                                      | KFC SA                                                     | Eat Chicken For Breakfast                                                                   | Ogilvy South Africa     |
| Excellence in Reputation Management Award                                                                                                                                                     |                                                            |                                                                                             |                         |
| Winner                                                                                                                                                                                        | KFC SA                                                     | Anything For The Taste                                                                      | Ogilvy South Africa     |
| Special Commendation                                                                                                                                                                          | The International Cricket Council and Cricket South Africa | ICC Women's T20 World Cup                                                                   | Levergy                 |
| Excellence in Brand Marketing B2B Award                                                                                                                                                       |                                                            |                                                                                             |                         |
| While there was some good work entered into this category, judges were of the opinion that submissions entered this year were not of a standard required to win a Marketing Achievement Award |                                                            |                                                                                             |                         |
| The Reveel Outdoor Excellence in Integrated Marketing Award                                                                                                                                   |                                                            |                                                                                             |                         |
| Winner                                                                                                                                                                                        | Nando's                                                    | Nando's Affordability Strategy 2.0                                                          | N/A                     |

|                                                                                                        |                                                            |                                                                            |                               |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------|
| Special Commendation                                                                                   | The International Cricket Council and Cricket South Africa | The ICC Women's T20 World Cup                                              | Levergy                       |
| Finalist                                                                                               | Discovery Bank                                             | Discovery Bank: Real-Time Forex Accounts                                   | N/A                           |
| Finalist                                                                                               | Volkswagen South Africa                                    | Volkswagen, Game On                                                        | Ogilvy South Africa           |
| <b>The HKLM Excellence in Internal Marketing Award</b>                                                 |                                                            |                                                                            |                               |
| Winner                                                                                                 | Nando's                                                    | Nando's PERi-Post – Changing lives and building brand love.                | TILU Creative                 |
| Special Commendation                                                                                   | Nedbank                                                    | Nedbank #2Million Digital Internal Campaign                                | Artifact Advertising          |
| <b>The Nando's Excellence in South African Resonance Marketing Award</b>                               |                                                            |                                                                            |                               |
| Winner                                                                                                 | Burger King                                                | The 2022 Burger King Value Campaign                                        | Grey Advertising Africa       |
| Special Commendation                                                                                   | Mondelēz                                                   | Cadbury: Gen 4, Homegrown Stories                                          | Ogilvy South Africa           |
| Finalist                                                                                               | KFC SA                                                     | Where There's a Bucket, There's a Family                                   | Ogilvy South Africa           |
| Finalist                                                                                               | Procter & Gamble                                           | Gillette: Indoda Can Shave                                                 | essenceMediacom               |
| Finalist                                                                                               | Tiger Brands                                               | Jungle: Heart to Heart                                                     | N/A                           |
| <b>The Google Excellence in Digital Brand Marketing Award</b>                                          |                                                            |                                                                            |                               |
| Winner                                                                                                 | Nando's                                                    | Nando's Bright Sides                                                       | VML South Africa              |
| Special Commendation                                                                                   | Sanlam                                                     | LI:FE of Confidence                                                        | Accenture Song                |
| Finalist                                                                                               | Volkswagen South Africa                                    | Volkswagen, Game On                                                        | Ogilvy South Africa           |
| Finalist                                                                                               | Tiger Brands                                               | Tinkies: Made with You                                                     | Hellosquare                   |
| <b>The Telkom Excellence in Resourceful Marketing Award (The Limited Budget, Unlimited Idea Award)</b> |                                                            |                                                                            |                               |
| Winner                                                                                                 | The South African Airways Museum Society                   | Wild Pursuit Online Marketing Project for the South African Airways Museum | Wild Pursuit Online Marketing |
| Special Commendation                                                                                   | Absa                                                       | Absa Load Shedding Solutions                                               | Carat                         |
| Special Commendation                                                                                   | PEP                                                        | PEP Finds                                                                  | Ogilvy South Africa           |
| Special Commendation                                                                                   | Jacaranda FM                                               | Jacaranda FM's #SafeSpace                                                  | N/A                           |
| <b>Excellence in Strategic Sponsorship Marketing Award</b>                                             |                                                            |                                                                            |                               |
| Winner                                                                                                 | SAB (AB InBev)                                             | Carling Cup - The Gates Are Open                                           | Ogilvy South Africa           |
| Finalist                                                                                               | Nedbank                                                    | Tasting Notes: A Story of Sound and Wine                                   | Levergy                       |
| Finalist                                                                                               | Nedbank                                                    | Nedbank Cup Reality Football                                               | Levergy                       |
| <b>The Old Mutual Excellence in Purpose Led Marketing Award</b>                                        |                                                            |                                                                            |                               |
| Winner                                                                                                 | SAB (AB InBev)                                             | Castle Lager - Bread of the Nation                                         | Ogilvy South Africa           |
| Special Commendation                                                                                   | PEP                                                        | PEP Changing Stations                                                      | Ogilvy South Africa           |
| Finalist                                                                                               | The Shoprite Group                                         | Shoprite Homegrown                                                         | 99c                           |
| <b>The Marketing Achievement Awards Rising Star of the Year Award</b>                                  |                                                            |                                                                            |                               |
| Winner                                                                                                 | Nastasje Cerbone                                           | Marketing Activation Manager Inverroche & Lillet                           | Pernod Ricard South Africa    |
| Finalist                                                                                               | Amy Phillips                                               | Avon Brand Manager                                                         | Avon South Africa             |
| Finalist                                                                                               | Tony Pitso                                                 | Tony Pitso, Founder & CEO                                                  | eChamps                       |
| <b>The Marketing Achievement Awards Marketing Person of the Year Award</b>                             |                                                            |                                                                            |                               |
| Winner                                                                                                 | Doug Place                                                 | CMO for Nando's Africa, Middle East, and South Asia                        | Nando's                       |
| Finalist                                                                                               | Dr Melanie Van Rooy                                        | Head of Marketing                                                          | Clicks Retailers              |
| Finalist                                                                                               | Amé Rust                                                   | Brand Director of Carling Black Label, Hansa and Lion Lager, AFRICA        | SAB (AB InBev)                |
| Finalist                                                                                               | Grant Macpherson                                           | Chief Marketing Officer                                                    | KFC Africa                    |
| <b>The Marketing Achievement Awards Marketing Organisation of the Year Award</b>                       |                                                            |                                                                            |                               |
| Winner                                                                                                 | Discovery Limited                                          |                                                                            |                               |

This year, Immaculata Segooa, head of integrated marketing communication at Discovery Limited, chaired the Rising Star judging panel. She says that the judges were very impressed with the 2024 winner, Nastasje Cerbone, who showcased the skills of a balanced marketer by using both analytical and creative marketing elements to win over consumers and achieve business results. “Her broad experience, strategic acumen, and leadership skills shone through in both the nominations by her colleagues, as well as in the Inverroche Amber Gin Case Study that she presented to the judging committee,” says Segooa.

The judges were impressed by her collaborative approach and ability to galvanise internal and external support to drive results and how she adeptly balances long-term vision with short-term challenges - demonstrating proficiency in strategic planning, communication, budget management, problem-solving, and innovative execution.

“This and her commitment to empowerment and self-development, distinguishes her as a Next Gen marketer, highly deserving of this year’s Rising Star of the Year Award,” says Segooa.

This year, the adjudication panel for the Marketing Organisation of the Year Award was chaired by Enzo Scarcella, chief consumer officer at the MTN Group.

## **14 categories**

Judges on the panel declared Discovery Limited as the clear winner of the award, which celebrates organisations that have harnessed strategic marketing to deliver sustained business growth.

“What differentiates Discovery and sets them apart from many other organisations is the concept of living Shared Value, which shines through in their work. They consistently demonstrate that when a disciplined marketing approach is applied to a robust business strategy, with an array of excellently executed marketing activities, this translates to solid business results,” says Scarcella.

This year’s MAA entries in 14 different award categories were judged by more than 50 industry experts against strict criteria, including the impact of the marketing initiative on business objectives and bottom line.

Each written submission was evaluated against specified criteria; the merits of each top-scoring entry were assessed in peer quorums; and in the case of the three leadership categories, online interviews were conducted with the nominees and their colleagues in order to understand the finalists and their work.

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