

M&C Saatchi Abel clients triumph at Sunday Times Top Brands

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At the recently held Sunday Times Top Brands Awards, three of the brands within multi-award-winning creative agency, M&C Saatchi Abel's portfolio took top spots in their respective categories, as voted by 3,500 members of the public.

Heineken South Africa, which has been an M&C Saatchi Abel client for seven years, was named as the number-one beer in South Africa for the second year in a row, while Nando's not only scooped second place in the category of best sit-down restaurant, but was also voted as one of the top three fast-food companies in the country. M&C Saatchi Abel and Nando's recently celebrated a Loerie Grand Prix for the #rightmyname multimedia campaign encouraging people to recognise diversity. Also amongst the wins was South Africa's largest privately owned insurance group, Hollard, which took third place in the short-term insurance category and has been part of M&C Saatchi Abel's portfolio of clients since 2014.

"We are incredibly proud of the partnership we have with all of our clients in helping grow their brands into household names loved by South Africans," says Mike Abel, Founding Partner and Chief Executive at M&C Saatchi Abel. "The Sunday Times Top Brands Awards are one of the most important awards events since it reflects the voice of the consumer, around whom any marketing campaign must be built. We hope to see many more of our clients listed within the 32 categories at next year's awards."

For more information, visit <http://www.mcsaatchiabel.co.za>.

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