

Millward Brown South Africa announces The Best Liked Ads for Q2 2013

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Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials. These are the ads that have been rated as the 'most liked' by the South African audience, whom we believe to be the most important critic, the person who ultimately chooses to buy your brand or not.

RANK	AD	AGENCY
1	Isuzu – Fire Fighters	Admakers International
2	KFC - Double Down, Man 1: Battling With Words	Ogilvy & Mather Johannesburg
3	MTN – Mahala is Back! Bigger and Better Mahala for You!	MetropolitanRepublic
4	Samsung – Galaxy S4, Translate	Cheil
5	Spur- Reunion	Haas Advertising
6	1Life Direct – Rebel	House of Brave
7	Colgate – Maximum Cavity Protection, Parents Day	Y&R
8	Samsung – Galaxy S4, Classical	Cheil
9	DSTV – Kung Fu	Ogilvy & Mather Johannesburg
10	Castle Lite – Unlock Extra Cold Refreshment with Castle Lite and M.O.P.	Ogilvy & Mather Cape Town

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Adtrack is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 29 years. The resultant database stands at almost 75,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact Claire.Herman@millwardbrown.com

[Click here to download the The Best Liked Ads for Q2 2013 PDF \[1MB\]](#).

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