

AMASA Awards announce 2017 shortlist

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After much deliberation, the 2017 AMASA Awards judges are thrilled to announce the shortlisted candidates for the 2017 AMASA Awards (Advertising and Media Association of South Africa). "The awards committee would like to extend our gratitude and congratulations to all the 127 candidates who entered this year, the standard of entries were some of the best we've seen," said Wayne Bishop, Chairman of AMASA Joburg.



"The shortlisted campaigns are examples of work that the judges felt are worthy of recognition and who ultimately have a shot at winning a category **Gold Award** or the biggest award of the night the **Roger Garlick Grand Prix**. We are so looking forward to announcing the winners at the awards evening next week," completed Bishop.

To all the shortlisted agencies and candidates, best of luck for the Awards, winners will be announced at a gala awards evening on 12th October 2017 at The Exclusive Hilton Sandton Ballroom. With the awards only a week away there are limited seats available, to secure your seat visit the website and buy your tickets <http://amasa.nutickets.co.za/AmasaAwards>

Shortlist:

Best Branded Content:

PHD	Cell C - Break The Net
OnPoint PR	Nedbank Ke yona Ring of Steel
OMD	Standard Bank Africa Connected
The Niche Guys	CloseUp Toothpaste Make you move
The Niche Guys	All Things Hair (Dove & Tresemme')

Best Contribution by a Media Owner:

OMD	Standard Bank Africa Connected
MediaMark	In the Know
MediaMark	Sun International Time Square Bandit

Best Event/Experiential:

Halo Advertising	Jacaranda More Music You Love
M&C Saatchi Abel	Heineken Up Your Game
M&C Saatchi Abel	Heineken Shape Your City
TM & 140 BBDO	Dunkin Donuts

Best Integrated: Financial:

Native VML	Nedbank Passion Playoffs
OMD	Standard Bank Kidz App
Native VML	Nedbank See Money Differently

Best Integrated: Public Service:

None

Best Integrated: Retail

MindShare	KFC Soundbite
TM & 140 BBDO	Dunkin Donuts

Best Integrated: FMCG

Starcom	Lunch Bar New Wrapper
MediaCom	Ariel
M&C Saatchi Abel	Heineken Shape Your City

Best Integrated: Media

Halo advertising	Jacaranda More Music You Love
TM & 140 BBDO	Dunkin Donuts

Best Integrated: Travel, Entertainment & Leisure

MediaMark	Sun International Time Square Bandit
The MediaShop	SA Tourism

Best Online:

Native VML	Nedbank Passion Playoffs
MediaCom	Gillette Venus
Native VML	Nedbank See Money Differently
Platform5	Beacon Let the Hunt Begin

Best Pro Bono/Cause Related:

Blood Lions	LoveAfrica / Midlands
Havas	She Loves Beer

Best Social Media:

Halo Advertising	Jacaranda More Music You Love
Native VML	Nedbank Passion Playoffs

MediaCom	Gillette Venus
MediaCom	Fantastic Beasts
MindShare	KFC Soundbite
Levergy	SuperSport Euro 2016

Best Sponsorship:

OnPoint PR and M&C Saatchi Abel	Nedbank The Reimagination Project
The MediaShop	Cell C - Land that Call
Levergy	Audi Proteas
Playmakers	Coca Cola That's Gold SuperSport

Best Tactical Use of Media: (NEW CATEGORY in 2017 – Most Entries & Highly Competitive!)

Halo Advertising	Jacaranda More Music You Love
PHD	SANBS - Stock Indicators
OMD	McDonalds
Mark1	KFC Add Hope
M&C Saatchi Abel	Strongbow Butterfly Effect
Hitch Digital	Investec SAB Wealth

Best Trade Marketing Campaign:

MediaMark	In the Know
MediaMark	Gagasi "UN" Campaign
Spark Media	Print Fashion Week
Ads24	Food for Thought

Best Use of Mobile:

Hitch Digital	Red Bull
Mark1	KFC Add Hope
Yonder Media	GEMS Switch Campaign

Best Use of Small Budget:

Hitch Digital	Investec
The Niche Guys	Tresemme' Fashion Week
TM	HP Sauce

Best Use of Technology & Data:

Halo Advertising	Jacaranda More Music You Love
PHD	GSK - Follow the Flu
Techsys Digital	Windhoek Pure Beer Detector
Mark1	KFC Add Hope
Native VML	Nedbank See Money Differently

Ignition (Student Awards):

Vega	Wellness Warehouse
University of Johannesburg	101 Uses of Prestik
University of Johannesburg	Chappies
University of Johannesburg	One & a Half Bags

Judges:

The 30 marketing and advertising architects who will ultimately decide who the 2017 winners are:

1. Carmen Murray
2. Richard Lord
3. Bogosi Motshegwa
4. Michael Pearce
5. Ricky Hendriks
6. Nikki Lewin
7. Casey Jade Malone
8. Itumeleng Mokgadinyane
9. Matthew Arnold
10. Mark Botha
11. Michelle Randall
12. Anke Nel
13. Memoria Masilela
14. Mona Radley
15. Wandisile Nkabinde
16. Andrew Dabbs
17. Belinda Cooper
18. Didi Okoro
19. Nabil Abdool
20. Binita Jihna
21. Mike Van Tonder
22. Kelvin Storie
23. Kgaugelo Maphai
24. Darren McKinnon
25. Vista Kalipa
26. Sean Press
27. Wicus Swanepoel
28. Kevin Ndinguri
29. Lerato Tsotetsi
30. Taryn Hood

For more information about the shortlisted candidates and the awards ,please visit the AMASA website:

<http://www.amasa.org.za/ceremony-2017/amasa-awards-2017-shortlist-2/>

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