

The 2017 AMASA Awards winners announced

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This year's glamorous AMASA Awards ceremony, held at The Hilton in Sandton on Thursday evening, 12 October, was attended by some of the industry's top media and advertising members to celebrate the best in media innovation from 2016-2017. Now in its fourth year, the awards celebrate innovative 'all-round' media campaigns in the media and advertising industry.

With a total of 127 candidates entered into this year's awards, Wayne Bishop, the AMASA Chairmen, said the standard and quality of entries were some of the best the awards and judging committee has ever seen, making all selections and identifying the overall Roger Garlick Grand Prix incredibly challenging but inspiring at the same time.

The renowned Roger Garlick Grand Prix Award went to Halo advertising for their outstanding work on their Jacaranda FM, #MoreMusicYouLove campaign. "This year's winner checked all three of the most important boxes - innovation, strategy and execution; we're so incredibly impressed with their imaginative and forward-thinking strategy," says Wayne Bishop, head of the AMASA Awards portfolio.

Congratulations to all the finalists and winners and thank you once again to all those who supported the awards this year. We can't wait to see how you'll blow us away next year!

Below is the full list of winners of the 2017 AMASA Awards:

Best Branded Content:

GOLD

Highly Commended

PHD	Cell C - Break The Net	X
The Niche Guys	CloseUp Toothpaste Make you move	X

Best Contribution by a Media Owner:

GOLD

Highly Commended

MediaMark	Sun International Time Square Bandit	X
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Best Event / Experiential:

GOLD

Highly Commended

Halo Advertising	Jacaranda More Music You Love	X
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Best Integrated: Financial:		GOLD	Highly Commended
OMD	Standard Bank Kidz App	X	
Best Integrated: Public Service:			
NONE			
Best Integrated: Retail:		GOLD	Highly Commended
MindShare	KFC Soundbite	X	
TMI Media & 140 BBDO	Dunkin Donuts		X
Best Integrated: FMCG		GOLD	Highly Commended
Starcom	Lunch Bar New Wrapper	X	
Best Integrated: Media		GOLD	Highly Commended
Halo advertising	Jacaranda More Music You Love	X	
Best Integrated: Travel, Entertainment & Leisure		GOLD	Highly Commended
The MediaShop	SA Tourism		X

Best Online:	GOLD	Highly Commended
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Native VML	Nedbank See Money Differently	X
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Best Pro Bono / Cause Related:	GOLD	Highly Commended
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Havas	She Loves Beer	X
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Best Social Media:	GOLD	Highly Commended
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Native VML	Nedbank Passion Playoffs	X
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MindShare	KFC Soundbite	X
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Best Sponsorship:	GOLD	Highly Commended
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OnPoint PR and M&C Saatchi Abel	Nedbank The Reimagination Project	X
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Playmakers	Coca Cola That's Gold SuperSport	X
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Best Tactical Use of Media:	GOLD	Highly Commended
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PHD	SANBS - Stock Indicators	X
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Best Trade Marketing Campaign:	GOLD	Highly Commended
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Ads24	Food for Thought	X
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GOLD

Best Use of Mobile:

Highly Commended

Mark1 KFC Add Hope

X

Best Use of Small Budget:

GOLD

Highly Commended

Hitch Digital Investec

X

Best Use of Technology & Data:

GOLD

Highly Commended

Halo Advertising Jacaranda More Music You Love

X

Techsys Digital Windhoek Pure Beer Detector

X

Ignition (Student Awards):

GOLD

Highly Commended

University of Johannesburg One & a Half Bags

X

Roger Garlick Grand Prix

Halo Advertising Jacaranda More Music You Love

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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