

2019 MMA SA Smarties winners announced!

The Mobile Marketing Association South Africa's Smarties Awards took place last night (Wednesday, 30 October) at Monte Casino, Johannesburg, awarding bronze, silver and gold winners as well as Marketer of the Year, Agency of the Year and Agency of the Future.



Yonder did extremely well being the first South African agency to win in the EMEA categories. Image supplied.

Significant step forward

Of the entrants, Digitas Liquorice was the most awarded agency of the evening, scooping seven Smarties including the coveted Agency of the Year Award.

Of their wins, Brian Carter, Digitas Liquorice's executive director says, "Each year the standard of work entered into the MMA's Smarties increases. This year we entered work that was a significant step forward from our previous entries and that pushed the boundaries in the respective categories.

Our mobile work aims to be go above and beyond best practice into a space where we are first in market with new technology. Mobile technology is constantly developing and evolving. Being agile helps us to creatively harness this technology as it comes online. Seeing opportunities to exploit new mobile technologies has been the key to our success in this area."

Pushing the digital boundaries

But it was Yonder Media's win that was the big story of the evening. The agency took home five Golds across SA and EMEA regions – including the Best in Show EMEA for their Otees Mobile Game campaign. This means that their campaign came out trumps among all the EMEA entrants across the region, outperforming entrants from Turkey, UK and Spain.

“Yonder Media is honoured to be recognised on a global level for our development, media and creative skills. To be shortlisted for two Smarties X Awards, nine Smarties EMEA Awards and six Smarties South Africa Awards in competition with some of the world’s finest brands and agencies has proven to us that our goal to continually push the digital boundaries for our clients is leading us down the path of the future,” comments Rick Joubert, Yonder’s CEO.

Picking up the Best in Show across the EMEA Region is a first for a South African agency, and a great achievement for mobile marketing in this country, says Sarah Utermark, The Mobile Marketing Association’s country director. “The standard of work across all the entries was exceptional, I can really see how mobile is becoming the main meal and not just the side order. It’s also really encouraging to see such a broad range of brands enter this year, and we want to congratulate all the winners.”

Here are all of this year’s 2019 Smarties winners:

Mobile Social			
GOLD	Delicious Surprise	Hellmans Mayonnaise	Digitas Liquorice
SILVER	Smashing Social	RocoMamas	Retroviral
BRONZE	LegalWise 16 Days of Activism	LegalWise	Yonder Media
Mobile Video – Stock footage & EMEA			
EMEA GOLD	LegalWise 16 Days of Activism	LegalWise	Yonder Media
SILVER	LegalWise 16 Days of Activism	LegalWise	Yonder Media
BRONZE	McCafe 360 Glam Cam	McDonald’s South Africa	MCD Digital
BRONZE	AdColony Samsung Mobile S9	Samsung Mobile South Africa	AdColony & Zenith Media
Mobile Audio – Stock Footage & EMEA			
SILVER	Liberty Live	Liberty	Retroviral and Faith & Fear
Mobile Search – Stock Footage & EMEA			
BRONZE	#TheBestDick	Retroviral	Retroviral
Mobile Native – Stock Footage & EMEA			
EMEA SILVER	LegalWise 16 Days of Activism	LegalWise	Yonder Media
Mobile Payment – Stock Footage & EMEA			
BRONZE	Fresh Take	Miller Genuine Draft	JustPalm
Mobile App – Stock Footage & EMEA			
GOLD	I See A New Perspective	Scottish Leader	Digitas Liquorice
GOLD	Goodness Calendar	Knorr	Digitas Liquorice
SILVER	Takeaway Takeover	Knorr	Digitas Liquorice
Mobile Gaming, Gamification, E-Sports			
GOLD EMEA	Otees Mobile Game	Otees	Yonder Media
GOLD	Otees Mobile Game	Otees	Yonder Media
BRONZE	Carling Black Label	Vizeum	FutureTech Media/ Vizeum
Cross Mobile Integration			
GOLD	The Mega Mash-Up	Tinkies	Hello Square
GOLD	Unclean Catalogue	Cleanipedia.com	Digitas Liquorice
Lead Generation			
SILVER	BOTTLES x Heineken Alcohol Delivery Campaign	Heineken	Red Star – Powered by Dentsu Aegis & BOTTLES – the Alcohol Delivery App
BRONZE	KFC Africa CRM Rewards Solution	KFC	Yonder Media
BRONZE	DGB Saints Wines – Pick Your Saint	Saints Wines	SilverstoneCIS
Innovation			
SILVER	Takeaway Takeover	Knorr	Digitas Liquorice
SILVER	Back To School	Nespray	JustPalm

BRONZE	Axe Level Up	Axe	Gorilla
Cross Media			
GOLD	#BiogenJourney	Biogen	Retroactive
SILVER	Zinger Chutney Burger	KFC	Mindshare
BRONZE	KFC Kentucky Bucket TV Sync	KFC	Mindshare
BRONZE	Wine Like A Baller	Pepsi Max	Mark1
Relationship Building - CRM			
SILVER	The McDonald's App	McDonald's South Africa	McDonald's South Africa
SILVER	KFC Africa CRM Rewards Solution	KFC	Yonder Media
EMEA SILVER	KFC Africa CRM Rewards Solution	KFC	Yonder Media
Location Based Services			
BRONZE	VisitAbility	VisitAbility	Vicinity Media
BRONZE	BOTTLES x Heineken Alcohol Delivery Campaign	Heineken	Red Star – Powered by Dentsu Aegis & BOTTLES – the Alcohol Delivery App
Social Impact/ Not For Profit			
BRONZE	141 Water	Pernod Ricard	Machine a Division of MMS Communications SA (Pty)Ltd
BRONZE	Don't take a life before it has begun	Road Accident Fund	Mark1
Product Launch			
EMEA GOLD	Otees Mobile Game	Otees	Yonder Media
SILVER	The Mega Mash-Up	Tinkies	Hello Square
SILVER	Otees Mobile Game	Otees	Yonder Media
BRONZE	The Happy Meal Readers	McDonalds South Africa	McDonald's South Africa
BRONZE	KFC Dunked Burger	KFC	Mindshare
Brand Awareness			
GOLD	The Mega Mash-Up	Tinkies	Hello Square
SILVER	#BiogenJourney	Biogen	Retroactive
EMEA SILVER	KFC Dunked Burger	KFC	Mindshare
BRONZE	KFC Dunked Burger	KFC	Mindshare
Best In Show - EMEA			
GOLD EMEA	Otees Mobile Game	Otees	Yonder Media
Best In Show			
SAGOLD	Goodness Calendar	Knorr	Digitas Liquorice

Marketer of the Year

Unilever (SA GOLD)

Agency of the Year

Digitas Liquorice (SA GOLD)

Agency of the Future - One to watch

Hello Square (SA GOLD)

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