

# ALL THE MMA SA SMARTIES 2017 WINNERS!

The Mobile Marketing Association South Africa (MMA SA) celebrated creativity, innovation and talent across mobile marketing at the MMA SA Smarties Awards 2017, held at The Capital Moloko Hotel, Sandton on Thursday, 2 November.



The Liquorice 'unicorns' on the #MMASmarties17 winner podium. Image © [@MobileinSA](#)

The evening drew attention to pioneering mobile campaigns, following the Smarties Forum held earlier in the day at the same venue, and revealed the winners of the sought-after Smarties Awards for mobile marketing excellence.

The **Liquorice** unicorns came out as a big winner overall with five individual awards for three different campaigns and the title of agency of the year. This follows their excellent showing at the EMEA regional awards held last week.



## MMA EMEA Smarties 2017 winners announced

26 Oct 2017



**Yonder Media** also did very well in receiving five awards for two different campaigns, as well as the title 'publisher/media company of the year in mobile'; while **Havas Boondoggle** brought home four awards as well as the best in show accolade for the Durex 'The big O' campaign.

**Gorilla** was another top performer, responsible for five awards; with **Mobitainment & Brainbow Conscious Creatives** and **AAT (Always Active Technologies)** responsible for three awards each, for their 'Ariel impossible made possible' campaign and 'info4africa - Omnichannel mobile user experience' work respectively; with **Boxer Superstores** 'Dreams come true at Boxer with Sunlight' receiving an award; as did **Strika Entertainment** for 'KFC Supa Strikas golden shakes'; **Conversation Lab** for 'Dunlop lead generation'; **Jupiter Drawing Room Cape Town** for 'Burger King #SWHOPPER'; as well as **Mobiclicks** for the 'CNA June holiday' campaign.

## MMA SA's mobile marketing industry awards 2017

- Agency of the year: Liquorice
- Enabling technology company of the year in mobile: Google
- Operator of the year in mobile: Vodacom
- Publisher/media company of the year in mobile: Yonder Media



#MMASASmarties17: Sexy, practical and successful

Danette Breitenbach 3 Nov 2017



## Winners of MMA SA Smarties Awards 2017

MARKETING STRATEGY				
Category	Award	Agency	Brand	Campaign Name
Brand Awareness	Gold	Havas Boondoggle	Durex	The Big O
	Silver	Liquorice & FCB	Amarula	Amarula #Namethemsavethem
	Bronze	Mobitainment & Brainbow Conscious Creatives	Ariel	Ariel Impossible made Possible
	Bronze	Yonder Media	Shoprite	Shoprite Low Price Christmas Brand Awareness Campaign
Lead Generation	Gold	Havas Boondoggle	Durex	The Big O
	Silver	Yonder Media	Government Employee Medical Scheme (GEMS)	GEMS Evo Switch Campaign
	Bronze	Boxer Superstores	Boxer Superstores	Dreams come true at Boxer with Sunlight
	Bronze	Conversation Lab	Dunlop SA	Dunlop Lead Generation
Product/Services Launch	Gold	Strika Entertainment	KFC	KFC Supa Strikas Golden Shakes
	Silver	Yonder Media	Government Employee Medical Scheme (GEMS)	GEMS Evo Switch Campaign

Relationship Building and CRM	Bronze	Liquorice	Surf - Unilever	Surf School of Shine
Social Impact / Non for Profit	Gold	Liquorice	Amarula	Amarula #NameThemSaveThem
	Silver	AAT (Always Active Technologies)	info4africa	info4africa - Omnichannel Mobile User Experience
<b>MEDIA STRATEGY</b>				
Cross Media	Gold	Mobitainment & Brainbow Conscious Creatives	Ariel	Ariel Impossible made Possible
	Silver	Gorilla	Lux - Unilever	We are More
Cross Mobile Integration	Gold	Yonder Media	Government Employee Medical Scheme (GEMS)	GEMS Evo Switch Campaign
	Silver	AAT (Always Active Technologies)	info4africa	info4africa - Omnichannel Mobile User Experience
Messaging	Bronze	Gorilla	SHIELD - Unilever	It's Your Move
Mobile Website	Gold	Liquorice	Amarula	Amarula #NameThemSaveThem
	Silver	Havas Boondoggle	Durex	The Big O
Mobile Social	Gold	Havas Boondoggle	Durex	The Big O
	Silver	The Jupiter Drawing Room CT	Burger King	#SWHOPPER
	Bronze	Gorilla	Mondelez - Stimorol	Stimoji
<b>ENABLING TECHNOLOGY</b>				
Location Based Services or Targeting	Gold	Yonder Media	Shoprite	Shoprite Local Awareness Campaign
	Silver	Mobiclicks	CNA	CNA June Holiday Campaign
	Bronze	AAT (Always Active Technologies)	info4africa Non Profit Organisation	info4africa - Omnichannel Mobile User Experience
	Silver	Gorilla	AXE - Unilever	You've got Something
	Bronze	Gorilla	LUX - Unilever	We are More
Mobile Video	Bronze	Liquorice	SA Home Loans	SA Home Loans House Rules
Mobile Audio	Silver	Mobitainment & Brainbow Conscious Creatives	Ariel	Ariel Impossible made Possible
<b>BEST IN SHOW</b>				
		Havas Boondoggle	Durex	The Big O

Follow the [#MMASASMARTIES17](#) hashtag for the latest updates!

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