

## Love that ad

The annual Millward Brown Best Liked Television Ads Top 10 list for 2010, announced on Monday, 14 March 2011, included four ads from Draftfcb South Africa agencies.

No	Ad	Rank	Agency
1	DStv - "Hole in one"	8.5	Studio Zoo
2	Toyota Auris - "Buddy & ChiChi"	8.4	Draftfcb Johannesburg
3	Castle Lager - "Bula Boot"	8.4	Studio Zoo
4	DStv - "Style Shows / Chop sticks"	8.4	Ogilvy Johannesburg
5	Toyota Hilux Man Up - "Broken Down"	8.4	Draftfcb Johannesburg
6	BMW X1 - "Transformation"	8.3	Ireland-Davenport
7	Panado - "Parrot"	8.2	Draftfcb Johannesburg
8	Coca Cola - "Snow Globe"	8.2	Wieden & Kennedy
9	Wimpy - "Two Tanners"	8.2	MetropolitanRepublic
10	Savanna - "DJ on Fire"	8.2	Draftfcb Cape Town

"As an agency, Draftfcb Johannesburg has always strived to produce advertising that resonates with real South Africans, the people who buy our clients' products and services" said MD, Jerry Mpufane. "We know that liking not only has a high correlation with media efficiency, it positively contributes to consumers' predisposition about the brand or product being advertised.

"We are delighted that two of our best liked ads for 2010 were for Toyota, a client that has been with the agency [since 1961](#). It is a tribute to our creative teams and executive creative directors that they have been able to consistently achieve high liking scores for its advertising, and we are grateful for the client's marketing team's support over the years."

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