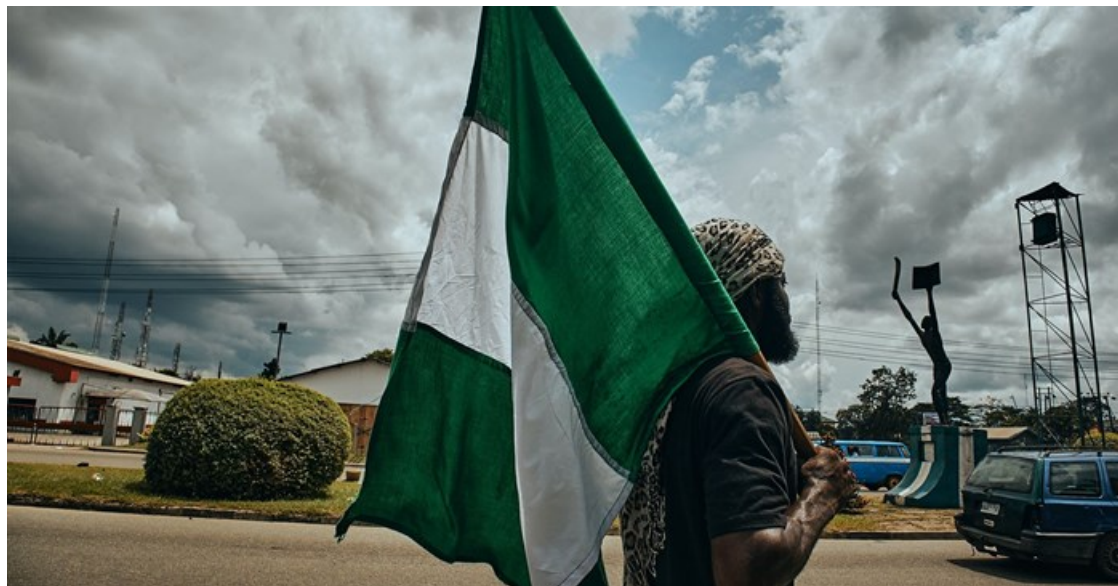


Pitcher Awards 2023: Nigeria brings it home for Africa

By  Karabo Ledwaba

22 May 2023

Nigeria dominated with 17 Gold Awards and 39 Silver Awards at this years Pitcher Awards, while South African Road Agency walked away with a Silver Award and a shortlist mention.



Source: www.unsplash.com

The Pitcher Awards, now in its sixth edition, evaluates creativity expressed in various media, including print, film, audio, outdoor, PR, Entertainment, Digital, and projects aimed at benefiting humanity.

Entries are open to all work created, released, or implemented in Africa, including projects designed for Africa but created elsewhere.

Ghana and France came close behind Nigeria with a number of Gold, Silver and Bronze Awards.

See all the winners below:

Channel					
Category	Award	Agency	Brand	Campaign	Country
Integrated Campaigns	Grand Prix	CANAL+ INTERNATIONAL	CANAL+ INTERNATIONAL	DISCOVER THE BATANGA	France

Integrated Campaigns	Gold	X3M Ideas	The Extra Step Initiative	The Soot Life expectancy	Nigeria
Integrated Campaigns	Silver	dentsu X Nigeria	Hennessy	Hennessy VS All I Need	Nigeria
Integrated Campaigns	Silver	AG Partners Publicis Africa Group	Airtel RDC	Win back Kinshasa	France
Integrated Campaigns	Silver	Dentsu Creative	Guinness Nigeria	Smirnoff No Known Address 2.0	Nigeria
Integrated Campaigns	Bronze	Dentsu Creative	Netflix	Nollywood is Ours	Nigeria
Integrated Campaigns	Bronze	mediareach OMD Ghana	Danone Ghana	Fanice Yeekor Dubai" Campaign"	Ghana
Integrated Campaigns	Bronze	Innova DDB Ghana	Tex Styles Group (GTP)	Rebirth Of An Icon	Ghana
Integrated Campaigns	Bronze	Oliver MEA	Johnnie Walker	No Labels	Nigeria
Integrated Campaigns	Bronze	Mindfull Creative Agency	Lashibi Funeral Homes & Crematorium	WE'VE GOT YOU	Ghana
Integrated Campaigns	Bronze	Dentsu Creative	Netflix	Nollywood is Home 2.0	Nigeria
Integrated Campaigns	Bronze	CANAL+ INTERNATIONAL	CANAL+	30 YEARS CANAL+ INTEGRATED CAMPAIGN	France
Integrated Campaigns	Bronze	mediaReach OMD	Airtel	Esther	Nigeria
Integrated Campaigns	Bronze	EchoHouse Ghana	Dove Ghana	Time Out With Dove	Ghana
Integrated Campaigns	Bronze	CANAL+ INTERNATIONAL	CANAL+ INTERNATIONAL	A HOT PROMOTION WITH CANAL+	France
Integrated Campaigns	shortlist	X3M Ideas	SHOWMAX	REAL HOUSEWIVES OF LAGOS	Nigeria
Integrated Campaigns	Shortlist	mediaReach OMD	Indomie Noodles	Indomie - Unconditional Love	Nigeria
Integrated Campaigns	Shortlist	Mantra	Tecnici Industry	From Cape Verde, with pride	Cape Verde
Integrated Campaigns	Shortlist	mediaReach OMD	Diageo/Guinness	Guinness August Meeting	Nigeria
Integrated Campaigns	Shortlist	mediaReach OMD	Hypo Bleach	Hypo Bleach - Do More	Nigeria
Integrated Campaigns	Shortlist	dentsu X Nigeria	Uber	Uber GO Campaign	Nigeria
Integrated Campaigns	Shortlist	Spice 360 Limited	Indomie Noodles	Show Some Love	Nigeria
PR and Reputation Management	Gold	X3M Ideas	Neusroom	Neusroom - Vote to predict your future	Nigeria
PR and Reputation Management	Gold	mediaReach OMD	Indomie Noodles	Indomie Heroes Awards	Nigeria
PR and Reputation Management	Silver	Hill + Knowlton Strategies	Netflix	Netflix African Folktales, Reimagined""	Nigeria
PR and Reputation Management	Silver	Hill + Knowlton Strategies	Informa Markets	Nigeria Energy Conference	Nigeria
PR and Reputation Management	Silver	Red For Africa	Access Bank Plc	Reputation Management for Access Bank PLC	Nigeria
PR and Reputation Management	Silver	Hill + Knowlton Strategies	Lagos Leather Fair	Lagos Leather Fair	Nigeria
PR and Reputation Management	Silver	mediaReach OMD	Lush Hair	Lush Hair Lady On The Stand	Nigeria
PR and Reputation Management	Shortlist	mediaReach OMD	Kellogg's	Kellogg's World Breakfast Day	Nigeria
Use of Data	Gold	X3M Ideas	The Extra Step Initiative	The Soot Life expectancy	Nigeria
Use of Data	Silver	Arden and Newton BMC	Aella	Aella Hunt	Nigeria
Use of Data	Silver	Dentsu Kenya	Multichoice	The Dynamic Billboard	Kenya
Use of Data	Bronze	dentsu X Nigeria	Uber	Uber Go Campaign	Nigeria
Use of Data	Shortlist	Emergent Lab Limited	Vote023	The Power In Numbers	Nigeria
Use of Data	Shortlist	Noah's Ark Communications Limited	Maltina	Together Happiness Happens Happier Together	Nigeria
Use of Influencers and Brand Ambassadors	Gold	Dentsu Creative	Budweiser Nigeria	BUD X	Nigeria
Use of Influencers and Brand Ambassadors	Gold	Dentsu Creative	Beiersdorf	BDF Luminous W630	Nigeria
Use of Influencers and Brand Ambassadors	Gold	UP IN THE SKY LTD	Multichoice Nigeria	Big Brother Diary Room Activation	Nigeria
Use of Influencers and Brand Ambassadors	Silver	PHD Media	Martell Nigeria	Martell Lounge	Nigeria
Use of Influencers and Brand Ambassadors	Silver	AG Partners Publicis Africa Group	Orange Cameroon	Orange EOY	France
Use of Influencers and Brand Ambassadors	Silver	mediaReach OMD	Indomie Noodles	Indomie Heroes Awards	Nigeria

Use of Influencers and Brand Ambassadors	Bronze	Dentsu Creative	Budweiser Nigeria	Smooth King Remix2	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	PHD Media	MTN Nigeria	MTN Broadband Integration	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	mediaReach OMD	Lush Hair	Lush Hair - AMCA	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	UP IN THE SKY LTD	Global Accelerex	We've Met Before - Global Accelerex	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	Insight Publicis	Pepsi	Pepsi Confam	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	TBWA Concept unit	JAMESON BLACK BAREEL	JAMESON X TEMS TOGETHER IS OUR WIN	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	Dentsu Creative	Netflix	Nollywood is Ours	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	Dotts Media house	ChipperCash	Bank On It	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	mediaReach OMD	Hypo Toilet Cleaner	Hypo Toilet Rescue 2.0	Nigeria
Use of Influencers and Brand Ambassadors	Bronze	7EVEN INTERACTIVE LIMITED	AB InBev/ HERO	HERO : Nwanne Di Uto	Nigeria
Use of Influencers and Brand Ambassadors	Shortlist	CANAL+ INTERNATIONAL	CANAL+ INTERNATIONAL	CANAL+ APP Influence	France
Use of Influencers and Brand Ambassadors	Shortlist	Insight Publicis	Aquafina premium water	Aquafina Padi of Life	Nigeria
Use of Influencers and Brand Ambassadors	Shortlist	mediaReach OMD	Airtel	AIRTEL LOVE STORIES	Nigeria
Use of Influencers and Brand Ambassadors	Shortlist	mediareachOMD	Mbuka Foam Limited	GET THE MOUKA FOR YOU""	Nigeria
Use of Influencers and Brand Ambassadors	Shortlist	mediaReach OMD	Airtel	AIRTEL LOVE STORIES	Nigeria
Use of Influencers and Brand Ambassadors	Shortlist	mediareachOMD	Flutterwave	IDENTIFYING WITH THE EXTRAORDINARY CAMPAIGN""	Nigeria
Use of Insights and Strategy	Gold	X3M Ideas	The Extra Step Initiative	The Soot Life expectancy	Nigeria
Use of Insights and Strategy	Gold	X3M Ideas	Neusroom	Neusroom - Vote to predict your future	Nigeria
Use of Insights and Strategy	Silver	Oliver MEA	Johnnie Walker	No Labels	Nigeria
Use of Insights and Strategy	Silver	PHD Media	Transsion	Tecno Camon 19 - Roles Reversed	Nigeria
Use of Insights and Strategy	Silver	PHD Media	MTN Nigeria	MTN Broadband Integration	Nigeria
Use of Insights and Strategy	Silver	Dentsu Creative	Budweiser Nigeria	Smooth King Remix Tour	Nigeria
Use of Insights and Strategy	Silver	PHD Media	Martell Nigeria	Martell Lounge	Nigeria
Use of Insights and Strategy	Silver	mediareach OMD Ghana	Dominos Pizza	Dominos Twin Day campaign	Ghana
Use of Insights and Strategy	Bronze	mediaReach OMD	Hypo Toilet Cleaner	Hypo Toilet Rescue 2.0	Nigeria
Use of Insights and Strategy	Bronze	mediaReach OMD	Lush Hair	Lush Hair - AMCA	Nigeria
Use of Insights and Strategy	Bronze	dentsu X Nigeria	Glovo	Glovo You Order, We Deliver Campaign	Nigeria
Use of Insights and Strategy	Bronze	Red For Africa	Nigerian Breweries/Maltina	Together Happiness Happens	Nigeria
Use of Insights and Strategy	Bronze	mediareach OMD Ghana	Nutrifoods Ghana Limited, Tasty Tom Jollof Mix	Jollof Mx Campaign	Ghana
Use of Insights and Strategy	Bronze	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life 5.0	Nigeria
Use of Insights and Strategy	Bronze	Noah's Ark Communications Limited	Maltina	Together Happiness Happens Happier Together	Nigeria
Use of Insights and Strategy	Bronze	mediaReach OMD	Airtel	Tiwa Savage Live Concert	Nigeria
Use of Insights and Strategy	Bronze	mediareach OMD Ghana	Danone Ghana	Fanice Yeekor Dubai" Campaign"	Ghana
Use of Insights and Strategy	Shortlist	mediaReach OMD	Google	Google Small Shop" Radio Sponsorship"	Nigeria
Use of Insights and Strategy	Shortlist	7EVEN INTERACTIVE LIMITED	AB InBev/ HERO	HERO : Nwanne Di Uto	Nigeria
Use of Insights and Strategy	Shortlist	mediaReach OMD	Diageo/Johnnie Walker	Walkers District(Johnnie Walker Paint the Town a Kind of Red)	Nigeria
Use of Insights and Strategy	Shortlist	mediaReach OMD	TopRite Roofing Sheet	TopRite Na Confam Campaign	Nigeria
Use of Insights and Strategy	Shortlist	mediareachOMD	Bajaj Boxers	BAJAJ BOXERS STREET TUNES	Nigeria
Use of Insights and Strategy	Shortlist	Noah's Ark Communications Limited	Airtel Nigeria	Smartcash PSB Troubles	Nigeria
Use of Insights and Strategy	Shortlist	mediaReach OMD	Reckitt Benckiser	Dettol Global Handwashing Day" Campaign"	Nigeria
Use of Insights and Strategy	Shortlist	mediaReach OMD	Diageo/Malta Guinness	Malta Guinness Sahur Kitchen Partnership	Nigeria

Use of Insights and Strategy	Shortlist	mediaReach OMD	Perfetti - CentreFresh	CenterFresh Show Your Confidence" Campaign"	Nigeria
Use of Media	Gold	Insight Publicis	PRIME VIDEO	PRIME DRONE SHOW: Trailer in the Sky	Nigeria
Use of Media	Gold	Dentsu Creative	Guinness Nigeria	Smirnoff No Known Address 2.0	Nigeria
Use of Media	Gold	Dentsu Creative	Budweiser Nigeria	BUD X	Nigeria
Use of Media	Gold	CANAL+ INTERNATIONAL	CANAL+ INTERNATIONAL	DISCOVER THE BATANGA	France
Use of Media	Gold	PHD Media	Martell Nigeria	Martell Lounge	Nigeria
Use of Media	Gold	X3M Ideas	LPM Foundation	Voices in my air	Nigeria
Use of Media	Silver	PHD Media	MTN Nigeria	Tecno Camon 19 - Roles Reversed	Nigeria
Use of Media	Silver	mediareach OMD Ghana	Dominos Pizza	Dominos Twin Day campaign	Ghana
Use of Media	Silver	Dentsu Kenya	Multichoice	The Dynamic Billboard	Kenya
Use of Media	Silver	dentsu X Nigeria	Hennessy	Hennessy VS All I Need	Nigeria
Use of Media	Silver	mediaReach OMD	Indomie Noodles	Indomie Heroes Awards	Nigeria
Use of Media	Silver	mediareach OMD Ghana	Dominos Pizza	Dominos Honk Twice Campaign	Ghana
Use of Media	Silver	mediaReach OMD	Lush Hair	Lush Hair Lady On The Stand	Nigeria
Use of Media	Silver	ONEWILDCARD LIMITED	Devon King's	Devon King's Flock Billboard	Nigeria
Use of Media	Bronze	mediaReach OMD	Hypo Toilet Cleaner	Hypo Toilet Rescue 2.0	Nigeria
Use of Media	Bronze	Carpe Diem Solutions Limited	Labari Africa Productions	Labari Africa Productions Launch	Nigeria
Use of Media	Bronze	Dentsu Creative	Netflix	Nollywood is Home 2.0	Nigeria
Use of Media	Bronze	mediareach OMD Ghana	Diageo Ghana, Orijin Beer	Orijin Back to our Roots	Ghana
Use of Media	Bronze	mediareach OMD Ghana	Nutrifoods Ghana Limited	Jollof Mx Campaign	Ghana
Use of Media	Bronze	PHD Media	MTN Nigeria	MTN Broadband Integration	Nigeria
Use of Media	Bronze	Dentsu Creative	Netflix	Nollywood is Ours	Nigeria
Use of Media	Bronze	digitXplus	Diageo/Johnnie Walker	No labels	Nigeria
Use of Media	Bronze	mediareach OMD Ghana	Danone Ghana	Nutriday Campaign	Ghana
Use of Media	Bronze	digitXplus	Airtel	Airtel Celebrates Naija	Nigeria
Use of Media	Bronze	digitXplus	Airtel	Powered by Data	Nigeria
Use of Media	Shortlist	mediaReach OMD	Airtel	AIRTEL LOVE STORIES	Nigeria
Use of Media	Shortlist	mediaReach OMD	Munch iT	Munch It Mania Hub	Nigeria
Use of Media	Shortlist	digitxplus	AIRTEL	Airtel Breaks the Bias	Nigeria
Use of Media	Shortlist	digitXplus	Airtel	Data is life	Nigeria
Use of Media	Shortlist	mediaReach OMD	Hypo Bleach	Hypo Bleach Spring Cleaning on Big Brother Naija	Nigeria
Use of Media	Shortlist	mediaReach OMD	Kellogg's	Kellogg's World Breakfast Day	Nigeria
Use of Media	Shortlist	mediaReach OMD	Airtel	Tiwa Savage Live Concert	Nigeria
Use of Media	Shortlist	dentsu X Nigeria	Uber	Uber Go Campaign	Nigeria
Use of Media	Shortlist	mediaReach OMD	Lush Hair	Lush Hair - AMCA	Nigeria
Use of Media	Shortlist	mediareach OMD	Flutterwave	IDENTIFYING WITH THE EXTRAORDINARY CAMPAIGN™	Nigeria
Use of Media	Shortlist	Dentsu Creative	Budweiser Nigeria	Budweiser King of Football (Twitter Space)	Nigeria
Use of Media	Shortlist	mediaReach OMD	Hypo Bleach	Hypo Bleach - Do More	Nigeria
Use of Media	Shortlist	digitXplus	Airtel	Tiwa Savage LIVE On Airtel TV	Nigeria
Use of Media	Shortlist	Nomad Ghana	Zeepay Ghana	The Journey	Ghana
Use of Media	Shortlist	mediaReach OMD	Indomie Noodles	Indomie - Unconditional Love	Nigeria
Use of Media	Shortlist	mediaReach OMD	Mnimie Noodles	Mnimie Noodles - Taste the Fun on Big Brother Naija	Nigeria
Use of Media	Shortlist	mediaReach OMD	Airtel	Floating Dicot	Nigeria
Use of Media	Shortlist	mediareach OMD Ghana	OLAMAGRI, Royal Aroma Rice	Royal Aroma Fortified Campaign	Ghana
Craft					
Audio Craft	Silver	X3M Ideas	LPM Foundation	Voices in my air	Nigeria
Audio Craft	None	Bluebird Communications Limited	Kasapreko Company Limited	Alomo Bitters Radio Jingle	Nigeria
Audio Craft	None	RAGE Media Group		MOTHER'S DAY	Nigeria
Audio Craft	None	Bluebird Communications Limited	Kasapreko Company Limited	Alomo Bitters Radio Jingle	Nigeria
Design Craft	Grand Prix	X3M Ideas	Jameson	Jameson Independence Pack	Nigeria
Design Craft	Gold	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Breaking	Nigeria

Design Craft	Gold	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Frozen	Nigeria
Design Craft	Gold	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Cracking	Nigeria
Design Craft	Silver	X3M Ideas	Neusroom	Neusroom - Vote to predict your future	Nigeria
Design Craft	Bronze	INNOVADDB Ghana	Accra Hearts of Oak Sporting Club	Hearts of OAK Celebration (111th year commemorative Jersey)	Ghana
Design Craft	Bronze	Insight Publicis	Prime Video	PRIME DRONE SHOW: Trailer in the Sky	Nigeria
Design Craft	Shortlist	TBWA Concept unit	SMOOV CHAPMAN	SMOOV/Internation Womans Day 2022 RAISE THE BAR-Engineer	Nigeria
Design Craft	Shortlist	TBWA Concept unit	SMOOV CHAPMAN	SMOOV/Internation Womans Day 2022 RAISE THE BAR-medalist	Nigeria
Design Craft	Shortlist	TBWA Concept unit	SMOOV CHAPMAN	SMOOV/Internation Womans Day 2022 RAISE THE BAR-mama	Nigeria
Design Craft	Shortlist	EchoHouse Ghana	Dove Ghana	Dove Time Out With Dove	Ghana
Design Craft	Shortlist	TBWA Concept unit	SMOOV CHAPMAN	SMOOV/Internation Womans Day 2022 RAISE THE BAR-Pilot	Nigeria
Digital Mobile and Social Craft	Silver	X3M Ideas	Loritem Recycle Limited	WASTEFUL CULTURE 1	Nigeria
Digital Mobile and Social Craft	Silver	X3M Ideas	Loritem Recycle Limited	WASTEFUL CULTURE 2	Nigeria
Digital Mobile and Social Craft	Silver	X3M Ideas	Loritem Recycle Limited	WASTEFUL CULTURE 3	Nigeria
Film Craft	Silver	Dotts Media house	ChipperCash	Bank On It	Nigeria
Film Craft	Silver	CIRCUS!	KFC	KFC Be Real	Mauritius
Film Craft	Silver	CANAL+ INTERNATIONAL	CANAL+ INTERNATIONAL	30 YEARS CANAL+ FILMCRAFT	France
Film Craft	Silver	L'ENVOL IVOIRE	CASTEL AFRIQUE	Back to our roots	Ivory Coast
Film Craft	Bronze	CIRCUS!	KFC	KFC Be Real	Mauritius
Film Craft	Bronze	Dentsu Creative	Netflix	Nollywood is Ours	Nigeria
Film Craft	Bronze	Dotts Media house	ChipperCash	Bank On It	Nigeria
Film Craft	Shortlist	L'Agence X	GBH	GBH, my hair, my crown.	Ivory Coast
Film Craft	Shortlist	Bluebird Communications Limited	Kasapreko Company Limited	Alomo Bitters TV Commercial	Nigeria
Film Craft	Shortlist	Noah's Ark Communications Limited	Maltina	Together Happiness Happens Happier Together	Nigeria
Film Craft	Shortlist	PHD Media	Transsion	Tecno Camon 19 - Roles Reversed	Nigeria
Film Craft	Shortlist	7EVEN INTERACTIVE LIMITED	AB/ InBev / HERO	HERO : Nwanne Di Uto	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Cracking	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Colgate Nigeria	Bring it on Mke	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Frozen	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Colgate Nigeria	Bring it on Musa	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Colgate Nigeria	Bring it on Mary	Nigeria
Print Craft	Silver	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life Breaking	Nigeria
Print Craft	Bronze	Noah's Ark Communications Limited		Worker's Day Toxicity	Nigeria
Print Craft	Bronze	Noah's Ark Communications Limited		Worker's Day Toxicity	Nigeria
Print Craft	Shortlist	Dentsu Creative	Netflix	Nollywood is Home 2.0	Nigeria
Print Craft	Shortlist	Spice 360 Limited	Lush Hair	The Beauty of Freedom	Nigeria
Digital					
Integrated Digital Campaign	Gold	CANAL+ INTERNATIONAL	CANAL+	DISCOVER THE BATANGA DIGITAL	France
Integrated Digital Campaign	Silver	Boomplay	Boomplay	Boomplay Pass The Mic	Nigeria
Integrated Digital Campaign	Silver	dentsu X Nigeria	Hennessy	Hennessy VS All I Need	Nigeria
Integrated Digital Campaign	Shortlist	UP IN THE SKY LTD	Global Accelerex	We've Met Before - Global Accelerex	Nigeria

Integrated Digital Campaign	Shortlist	Sphere Media Technologies	Eastern Trading Ltd	Eastern Trading 70 Years Anniversary	Mauritius
Messaging	Silver	Dentsu Creative	Budweiser Nigeria	BUD X	Nigeria
Messaging	Shortlist	Dentsu Creative	Netflix	Nollywood is Home 2.0	Nigeria
Social Media Campaigns	Grand Prix	Dentsu Creative	Budweiser Nigeria	Smooth King Remix 2	Nigeria
Social Media Campaigns	Silver	Dentsu Creative	Budweiser Nigeria	Budweiser King of Football (Twitter Space)	Nigeria
Social Media Campaigns	Silver	X3M Ideas	Neusroom	Neusroom - Vote to predict your future	Nigeria
Social Media Campaigns	Silver	Noah's Ark Communications Limited	Airtel Nigeria	Data is Life 5.0 Esther	Nigeria
Social Media Campaigns	Bronze	digitxplus	Airtel	Airtel Breaks the Bias	Nigeria
Social Media Campaigns	Bronze	Neukleos	Golden Morn	King of Breakfast	Nigeria
Social Media Campaigns	Bronze	digitXplus	Airtel	Data is life	Nigeria
Social Media Campaigns	Bronze	UP IN THE SKY LTD		Easter Dailies	Nigeria
Social Media Campaigns	Bronze	digitxplus	Airtel	Tiwa Savage LIVE On Airtel TV	Nigeria
Social Media Campaigns	Bronze	Mantra	Cape Verde Government	Names	Cape Verde
Social Media Campaigns	Bronze	digitXplus	Diageo/Johnnie Walker	Walkers District	Nigeria
Social Media Campaigns	Bronze	L'Agence X		Maintenant c'est fait	Ivory Coast
Social Media Campaigns	Bronze	Octoplus Marketing Group		Wonderland Lagos	Nigeria
Social Media Campaigns	Shortlist	Mantra	Unitel T+	In your own way	Cape Verde
Social Media Campaigns	Shortlist	Noah's Ark Communications Limited	Smartcash PSB	Smartcash PSB Troubles	Nigeria
Social Media Campaigns	Shortlist	digitXplus	Airtel	Airtel Celebrates Naija	Nigeria
Social Media Campaigns	Shortlist	UP IN THE SKY LTD		Use your PVC	Nigeria
Social Media Campaigns	Shortlist	Neukleos	Maggi	Where There's Jollof, There Is Maggi.	Nigeria
Social Media Campaigns	Shortlist	L'Agence X		Un seul bureau suffit, bonne fête papa	Ivory Coast
Social Media Campaigns	Shortlist	Nerdware	South African Road Agency	Living in Full Colour	South Africa
Social Media Campaigns	Shortlist	ONEWILDCARD LIMITED	Devon King's	How You See Am?	Nigeria
Social Media Campaigns	Shortlist	UP IN THE SKY LTD	Aria Dano	Finish it	Nigeria
Websites Microsites Web services	Silver	X3M Ideas	The Extra Step Initiative	The Soot Life expectancy - www.SootCity.com	Nigeria
Websites Microsites Web services	Silver	Nerdware	South African Road Agency	Revitalizing a National Road Agency's Digital Marketing Efforts	South Africa
Entertainment					
Entertainment Audio	Bronze	X3M Ideas		THE XPERIMENT ALBUM	Nigeria

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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