

Millward Brown South Africa announces The Best Liked Ads for Q1 2013

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Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials and their advertising agencies, chosen by the most important critic we believe, the consumer.



This quarter highlights the ability of global ads that travel well and the domination of mobile telephony, while the local ads celebrate Mzansi flavour at its best!

RANK	ADVERT	AGENCY
1	Blackberry Z10 - Keep Moving	AMV BBDO
2	Vodacom - Soccer Chiefs	Draftfcb
3	Vodacom - Errol	Ireland Davenport
4	Red Bull - Human Nature	Kastner & Partner, London with Rock Paper Scissor, LA
5	Nokia Lumia - This is Lumia	Nokia (in-house) with Jack Morton
6	Samsung Galaxy Note 2 - Boat	Cheil HQ
7	Sunlight Washing Powder - Bubbleman	BBH (Bartle Bogle Hegarty)
8	Coca Cola - Crazy for Good	Draftfcb
9	MTN - One4All	MetropolitanRepublic
10	Castle Lager - Destination	Ogilvy & Mather Johannesburg

Adtrack is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 29 years. The resultant database stands at almost 75,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact claire.herman@millwardbrown.com.

[Click here to download the Millward Brown's Best Liked Ads list slideshow](#)

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