

# Nando's CMO Doug Place crowned 2024 MAA Marketer of the Year

On Tuesday, 26 March 2024, the winners of the 2024 Marketing Achievement Awards (MAA), were announced, with Doug Place, CMO for Nando's Africa, Middle East and South Asia, named Marketer of the Year Award.



Doug Place has won marketer of the year. Source: Supplied.

Nastasje Cerbone, marketing activations manager at Pernod Ricard, won the Rising Star of the Year Award, and for the second consecutive year, Discovery, won the Marketing Organisation of the Year Award.

The winners across 14 award categories were named, including the most anticipated announcements of the evening – the winners of the three MAA leadership awards.



#NedbankIMC2023 - Doug Place: 3Cs for marketers

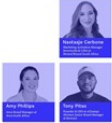
Danette Breitenbach 19 Sep 2023



Ivan Mroke, CEO of Kantar South Africa, and chairperson of the MAA, says all the winners and finalists this year lived up to the challenge of solving what he calls 'challenging opportunities'.


“These marketers illustrate what effective marketing is all about: solving challenges and unlocking opportunities that drive business results and the growth that our economy needs to flourish,” he explains.

“During the judging of this year’s MAA I was struck yet again by what brilliant marketers we have in this country. As part of a global organisation, I am exposed to marketing best practice from all around the world. In my opinion, all of the 2024 winners and finalists can stand tall on a global stage. There is no question that marketing as a discipline punches way above its weight in South Africa.”



### Meet the finalists for the 2024 MAA Rising Star of the Year Award

26 Mar 2024



The Marketer of the Year Award recognises an outstanding South African marketer who has delivered innovative marketing, impacted business results, and used their influence to drive the industry forward.

This year’s selection committee were particularly impressed with Place’s understanding and achievement of balance in marketing initiatives, taking into consideration socio-economic factors and competitor activity.

Stalwart marketers, like Place, serve as inspiration for up-and-coming marketers, the likes of which are celebrated through the MAA’s Rising Star of the Year Award, which honours young marketers who have demonstrated the potential to become outstanding industry leaders through impactful, analytical and creative marketing efforts.

The awards ceremony was attended by the MAA qualifiers, the MAA Council and judges, and guests from the marketing industry.

## Winners

Award	Awarded	For	Agency Partner
The African Bank Excellence in New Product or Brand Launch Award			
Winner	HEINEKEN Beverages South Africa	Savanna Premium Cider: How Launching A New Variant Spiced Up Savanna Premium Cider's Growth	Grey Advertising Africa
Special Commendation	HEINEKEN Beverages South Africa	Amarula Ethiopian Coffee	Grey Advertising Africa
Finalist	Nando's	The Great Pretender	N/A
The Kantar Excellence in Brand Positioning Award			
Winner	HEINEKEN Beverages South Africa	Savanna Premium Cider: How Some "Spice" Cemented Savanna's Brand Positioning	Grey Advertising Africa
Special Commendation	SAB (AB InBev)	Castle Lite - Liten Up	Ogilvy South Africa
The Absa Excellence in Marketing Innovation Award			
Winner	Sanlam	Sanlam LI:FE of Confidence	Accenture Song
Special Commendation	Nando's	Nando's Bright Sides	VML South Africa
Finalist	ShopriteX	Xtra Savings Plus Monthly Subscription	99c
Finalist	KFC SA	Eat Chicken For Breakfast	Ogilvy South Africa
Excellence in Reputation Management Award			
Winner	KFC SA	Anything For The Taste	Ogilvy South Africa
Special Commendation	The International Cricket Council and Cricket South Africa	ICC Women's T20 World Cup	Levergy
Excellence in Brand Marketing B2B Award			
While there was some good work entered into this category, judges were of the opinion that submissions entered this year were not of a standard required to win a Marketing Achievement Award			
The Reveel Outdoor Excellence in Integrated Marketing Award			
Winner	Nando's	Nando's Affordability Strategy 2.0	N/A

Special Commendation	The International Cricket Council and Cricket South Africa	The ICC Women's T20 World Cup	Levergy
Finalist	Discovery Bank	Discovery Bank: Real-Time Forex Accounts	N/A
Finalist	Volkswagen South Africa	Volkswagen, Game On	Ogilvy South Africa
<b>The HKLM Excellence in Internal Marketing Award</b>			
Winner	Nando's	Nando's PERi-Post – Changing lives and building brand love.	TILU Creative
Special Commendation	Nedbank	Nedbank #2Million Digital Internal Campaign	Artifact Advertising
<b>The Nando's Excellence in South African Resonance Marketing Award</b>			
Winner	Burger King	The 2022 Burger King Value Campaign	Grey Advertising Africa
Special Commendation	Mondelēz	Cadbury: Gen 4, Homegrown Stories	Ogilvy South Africa
Finalist	KFC SA	Where There's a Bucket, There's a Family	Ogilvy South Africa
Finalist	Procter & Gamble	Gillette: Indoda Can Shave	essenceMediacom
Finalist	Tiger Brands	Jungle: Heart to Heart	N/A
<b>The Google Excellence in Digital Brand Marketing Award</b>			
Winner	Nando's	Nando's Bright Sides	VML South Africa
Special Commendation	Sanlam	LI:FE of Confidence	Accenture Song
Finalist	Volkswagen South Africa	Volkswagen, Game On	Ogilvy South Africa
Finalist	Tiger Brands	Tinkies: Made with You	Hellosquare
<b>The Telkom Excellence in Resourceful Marketing Award (The Limited Budget, Unlimited Idea Award)</b>			
Winner	The South African Airways Museum Society	Wild Pursuit Online Marketing Project for the South African Airways Museum	Wild Pursuit Online Marketing
Special Commendation	Absa	Absa Load Shedding Solutions	Carat
Special Commendation	PEP	PEP Finds	Ogilvy South Africa
Special Commendation	Jacaranda FM	Jacaranda FM's #SafeSpace	N/A
<b>Excellence in Strategic Sponsorship Marketing Award</b>			
Winner	SAB (AB InBev)	Carling Cup - The Gates Are Open	Ogilvy South Africa
Finalist	Nedbank	Tasting Notes: A Story of Sound and Wine	Levergy
Finalist	Nedbank	Nedbank Cup Reality Football	Levergy
<b>The Old Mutual Excellence in Purpose Led Marketing Award</b>			
Winner	SAB (AB InBev)	Castle Lager - Bread of the Nation	Ogilvy South Africa
Special Commendation	PEP	PEP Changing Stations	Ogilvy South Africa
Finalist	The Shoprite Group	Shoprite Homegrown	99c
<b>The Marketing Achievement Awards Rising Star of the Year Award</b>			
Winner	Nastasje Cerbone	Marketing Activation Manager Inverroche & Lillet	Pernod Ricard South Africa
Finalist	Amy Phillips	Avon Brand Manager	Avon South Africa
Finalist	Tony Pitso	Tony Pitso, Founder & CEO	eChamps
<b>The Marketing Achievement Awards Marketing Person of the Year Award</b>			
Winner	Doug Place	CMO for Nando's Africa, Middle East, and South Asia	Nando's
Finalist	Dr Melanie Van Rooy	Head of Marketing	Clicks Retailers
Finalist	Amé Rust	Brand Director of Carling Black Label, Hansa and Lion Lager, AFRICA	SAB (AB InBev)
Finalist	Grant Macpherson	Chief Marketing Officer	KFC Africa
<b>The Marketing Achievement Awards Marketing Organisation of the Year Award</b>			
Winner	Discovery Limited		

This year, Immaculata Segooa, head of integrated marketing communication at Discovery Limited, chaired the Rising Star judging panel. She says that the judges were very impressed with the 2024 winner, Nastasje Cerbone, who showcased the skills of a balanced marketer by using both analytical and creative marketing elements to win over consumers and achieve business results. “Her broad experience, strategic acumen, and leadership skills shone through in both the nominations by her colleagues, as well as in the Inverroche Amber Gin Case Study that she presented to the judging committee,” says Segooa.

The judges were impressed by her collaborative approach and ability to galvanise internal and external support to drive results and how she adeptly balances long-term vision with short-term challenges - demonstrating proficiency in strategic planning, communication, budget management, problem-solving, and innovative execution.

“This and her commitment to empowerment and self-development, distinguishes her as a Next Gen marketer, highly deserving of this year’s Rising Star of the Year Award,” says Segooa.

This year, the adjudication panel for the Marketing Organisation of the Year Award was chaired by Enzo Scarcella, chief consumer officer at the MTN Group.

## **14 categories**

Judges on the panel declared Discovery Limited as the clear winner of the award, which celebrates organisations that have harnessed strategic marketing to deliver sustained business growth.

“What differentiates Discovery and sets them apart from many other organisations is the concept of living Shared Value, which shines through in their work. They consistently demonstrate that when a disciplined marketing approach is applied to a robust business strategy, with an array of excellently executed marketing activities, this translates to solid business results,” says Scarcella.

This year’s MAA entries in 14 different award categories were judged by more than 50 industry experts against strict criteria, including the impact of the marketing initiative on business objectives and bottom line.

Each written submission was evaluated against specified criteria; the merits of each top-scoring entry were assessed in peer quorums; and in the case of the three leadership categories, online interviews were conducted with the nominees and their colleagues in order to understand the finalists and their work.

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