

# Inaugural Effie Awards SA announces winners

The most effective marketing communications campaigns of the past year were announced on 14 October 2021 at the inaugural Effie Awards South Africa gala event held at The Galleria in Sandton.



Leading, inspiring and championing the practice and practitioners of marketing effectiveness globally, the Effie Awards are known by advertisers and agencies as the pre-eminent awards in the industry. The awards honour the most significant achievement in advertising and marketing communications that contribute to a brand's success: effectiveness.

Each year, the Effie Awards are presented to the most effective marketing communications cases – cases that have delivered superior results in meeting or surpassing the objectives they were designed to achieve.

“The Association for Communication and Advertising (ACA), has partnered with Effie Worldwide to host the South African edition of the highly respected Effie Awards programme. This first edition of the Effie Awards South Africa has once more brought to the fore the level to which our profession punches above its weight, and reassures clients that as an industry, we not only partner, but deliver on business objectives,” said ACA CEO, Mathe Okaba.

Effie awards those campaigns that contribute to brand success across more than 20 Product/Service and Specialty categories.

The full list of the 2021 Effie Awards SA winners is as follows:

SUBMISSION	CATEGORY	CLIENT	AGENCY	AWARD
Nedbank Money Secrets – A category-busting blockbuster	Branded Content & Entertainment	Nedbank	Joe Public United	Bronze
THE HOOK APP	E-Commerce / Commerce & Shopper Effies	KFC	Ogilvy South Africa	Bronze
Sabbatical: A Launch with The Gift Of Time	Automotive - Vehicles	Volkswagen Touareg	Ogilvy, South Africa	Bronze
The Fabric That United the Nation	Topical Marketing	Castle Lager	Ogilvy South Africa	Bronze
The Fabric That United the Nation	Engaged Community	Castle Lager	Ogilvy South Africa	Bronze
Responsibility: More than just a footnote	Corporate Reputation	South African Breweries	Joe Public United	Bronze
"How Rewarding Optimism, Rewarded Us."	Restaurants	Nando's SA	M&C Saatchi Abel	Bronze
In Sync with Sho Madjozi	Youth Marketing	Stayfree	King James Cape Town	Bronze
NXT LVL Cav Thy Self	Youth Marketing	Vodacom	Ogilvy South Africa	Bronze
The Little Generosity Shop That Delivered Big Results	Brand Experience: Live, AR/VR/Digital, Live + AR/VR/Digital	Cadbury Dairy Milk	Ogilvy South Africa	Bronze
Don't Dread The Shed	Topical Marketing	DStv Now	Ogilvy South Africa	Silver
Don't Dread The Shed	Data-Driven / Commerce & Shopper Effies	DStv Now	Ogilvy South Africa	Silver
The Rape Page	Disease Awareness & Education: Charitable/Research Funding; Non-Profit; Pharma/Corporate	Rape Crisis Cape Town	Ogilvy South Africa	Silver
The Rape Page	Small Budgets - Non-Profit, Products, Services	Rape Crisis Cape Town	Ogilvy South Africa	Silver
Speaking to South African Men Through Their Gogos	Personal Care	Gillette	Grey Africa / Liquid	Silver
Blame No More	Seasonal Marketing - Products, Services	Hype Magazine	TBWA Hunt Lascaris Johannesburg	Silver
Yalu Nothing To Hide	Brand Experience: Live, AR/VR/Digital, Live + AR/VR/Digital	Yalu Financial Services	Think Creative Africa	Silver
XTRA SAVINGS LAUNCH – NO SMOKE AND MIRRORS	Marketing Innovation Solutions	Checkers	99c Communications	Silver
'Bold, Brave and Strong' – an icon's revival	Renaissance	Carling Black Label	Ogilvy South Africa	Silver
Nando's - Mzansifying Monopoly	Restaurants	Nando's	M&C Saatchi Abel	Silver
TymeBank Brand Launch Campaign	David vs. Goliath	TymeBank Launch Campaign	King James Cape Town	Gold
#16DaysOfLight	Insurance	First for Women (FFW)	FoxP2	Gold
XTRA SAVINGS LAUNCH – NO SMOKE AND MIRRORS	Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other / Commerce & Shopper Effies	Checkers	99c Communications	Gold
XTRA SAVINGS LAUNCH – NO SMOKE AND MIRRORS	Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other / Commerce & Shopper Effies	Checkers	99c Communications	Grand Effie

The Effie Awards South Africa events kicked off with a virtual Effie Summit on 13 October, exploring marketing effectiveness and behaviour Change drivers in turbulent times.

Facilitated by Kagiso Musi, chair of the Effie South Africa Committee, the Summit saw intense and robust discussion on the topic provided by a highly respected and experienced panel of some of South Africa's leading voices on marketing, communications and effectiveness.

Panel members included Xolisa Dyeshana, Sarah Dexter, Silke Bucker and Emmet O'Hanlon. Following the panel discussion, a highly anticipated keynote address was delivered by trailblazing entrepreneur Theo Baloyi, founder and CEO of Bathu Shoes.

At the Gala, it was also announced that the Effie programme would continue supporting education in the sector, a legacy carried over from the ACA's Apex Awards bursary scheme. It was announced at the ceremony that 10 were being awarded to deserving students. This brings the total number of bursaries awarded as a direct result of the ACA hosted effectiveness awards programmes, Apex and Effie since the programme launched in 2010 to 98. In addition, the Effie bursary scheme in association with Regenesys Business School was announced, providing funding toward an MBA programme for six

industry professionals looking to further their education.

“The extensive list of entries, finalists and winners is proof of the value our industry adds to business success. Having a Grand Effie in our first programme sets the bar for the quality of submissions and results in the coming years. Our industry is strong, capable and effective! I’d like to congratulate all the winners, and look forward to seeing continued and incredibly effective work when the call for entries into the 2022 programme goes live,” concludes Okaba.

Effie Awards SA is organised by the ACA with presenting partner Provantage Media Group, and sponsors, Nedbank, Sanlam, Vodacom, SAB, Regenesys and Aon.

*For more information, visit the Effie Awards SA website at [EffieAwards.co.za](https://www.bizcommunity.com) or visit [Acasa.co.za](https://www.bizcommunity.com) and follow #EffieAwardsSA.*

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