

2016 AMASA Awards finalists announced

The 2016 AMASA Awards finalists have been announced. There are 61 entries that stand a chance to win a Gold Award or the coveted Roger Garlick Grand Prix at the Awards ceremony on 25 October.

Best Branded Content

- Carat: Woolworths – The Green Issue
- Liquorice: OMO – Ready for Life
- Mediamark: VW – Journey to remember
- MediaShop & Yonder Media: IEC – 2016 Municipal Elections Registration Campaign
- Native VML: Nedbank – Coach Dingaan

Best Contribution by a Media Owner

- Mark1: ABSA – Claim Your Cash
- Mediamark: VW – Journey to Remember
- OMD: Standard Bank – Love of Jazz
- The Spacestation: Bidvest McCarthy – Toyota Campaign

Best Experiential

- M&C Saatchi Abel: Nedbank – The Wonderland Project
- Mediacom: Coke Zero – You Won't Know Until You Try
- MediaShop: Mugg & Bean – Wall of Generosity
- OMD: Standard Bank – Love of Jazz

Best Integrated: Financial

- Brand Et Al: AVBOB – Family comes first
- MediaShop: Nedbank – Things that really matter
- OMD: Standard Bank – Love of Jazz
- PHD: Liberty – Agile Media

Best Integrated: FMCG

- Gorilla: Axe – You gotta dry
- Mediacom: Pfizer – #LoveWinter
- MediaShop: Tastic – Tastic Red Pot. What's Potting
- OMD: Nivea Men – Nivea Men Range

Best Integrated: Public Service

- MediaShop & Yonder: IEC – 2016 Municipal Elections Campaign

Best Integrated: Media

- MediaShop & Yonder: IEC – 2016 Municipal Elections Registration Campaign
- Mindshare: MTN – With Love from MTN
- PHD: eNews Direct – Making News Newsworthy

Best Integrated: Cause Related

- Joe Public: Nedbank – Go Sandile Twitter Track
- M&C Saatchi Abel: Nedbank – The Wonderland Project
- M&C Saatchi Connect: Red Cross – Give Childhood Back

Best Integrated: Transport

- Mediacom: VW – Li5ten Up!
- PHD: Mercedes Benz – SUV Interview Buzz

Best Integrated: Retail

- Brand Et Al: Makro – Big on Life
- Mark1Media: Raru – Raru Birthday Sale

Best Integrated: B2B

- MediaShop: Nedbank – Business Banking Reins

Best Integrated: Other

- MEC: Vodacom – Vodacom Millionaires

Best Online

- Gorilla: King Cone – Monster Craving
- Native VML: Nedbank – Coach Dingaan
- Native VML: Nedbank – Transactional Twitter
- Native VML: Nedbank – O Week Deesign Today
- The Spacestation: Bidvest McCarthy – McCarthy Toyota

Best Social

- Gorilla: Axe – You Gotta Dry
- Joe Public: Nedbank – Go Sandile Twitter Pack
- Liquorice: Hellmann's – Ultimate Burger
- MediaShop & Yonder: IEC – 2016 Municipal Elections Registration Campaign
- Native VML: Nedbank – Love Greenbacks Bot

Best Sponsorship

- M&C Saatchi Abel: Nedbank – The Wonderland Project
- OMD: Nivea Men – Nivea Men Range
- Playmakers: KFC Mini Cricket – Taking on the Proteas

Best Trade Marketing

- Ads24: Integrated. Innovative and Effective.
- MediaMark: Black Friday
- MediaMark: Middle Market Ransom

Best Use of a Small Budget

- Mobitainment: AVBOB – One AVBOB FM
- Playmakers: Castle Lager – #BraBrigade

Best Use of Mobile

- Gorilla: King Cone – Monster Craving
- Gorilla: Hansa – Switch at 6
- iProspect: Mercedes Benz – #InstantlyThrilling
- The MediaShop: Mugg & Bean – New Store Opening
- Mobitainment: AVBOB – One AVBOB FM

Best Use of Technology

- Gorilla: Shield – Motionsense
- Mediacom: Audi – Audi Re-targeting
- MediaShop & Yonder: IEC – 2016 Municipal Elections Registration Campaign
- Mobitainment: AVBOB – One AVBOB FM
- PHD: Stanlib – See The Future

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