

2016 AMASA Awards winners announced

The winners of the 2016 AMASA Awards were announced on 25 October at the Montecasino Ballroom, in Fourways, Gauteng, and celebrated the best in media and marketing advertising.



Wayne Bishop, head of the AMASA Awards portfolio said “This year’s Grand Prix winner had the perfect blend and impact, experience and amplification. You can almost see the smiles on the faces of the client when the idea was first pitched. It is a genuine media execution with layers of insight baked into the campaign. Well done to the winners – I’m sure it wasn’t easy to pull off.”

Highly Commended

Best Branded Content

- Native VML: Coach Dingen

Best Integrated: Transport

- PHD: Mercedes SUV Interview Buzz

Best Social

- Gorilla: Axe – You Gotta Dry

Best Sponsorship

- Playmakers: KFC Mini Cricket – Take on the Proteas

Best Use of Small Budget

- Mobitainment, Brand Et Al and Xpress Information: One AVBOB FM

Gold Winners

Best Contribution by a Media Owner

- OMD & Primedia: Standard Bank – Love of Jazz

Best Experiential

- Mediacom: Coke Zero – You Won't Know Until You Try

Best Integrated: Financial

- OMD: Standard Bank – Love of Jazz

Best Integrated: FMCG

- Gorilla: Axe – You Gotta Dry

Best Integrated: Public Service

- MediaShop & Yonder Media: IEC – 2016 Municipal Elections Campaign

Best Integrated: Media

- PHD: eNews Direct – Making News Newsworthy

Best Integrated: Cause Related

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

Best Online

- Gorilla: King Cone – Monster Craving

Best Social

- Joe Public United: Nedbank – Go Sandile Twitter Track

Best Sponsorship

- M&C Saatchi Abel: Nedbank – The Wonderland Project

Best Trade Marketing

- MediaMark: Black Friday
- MediaMark: Middle Market Ransom

Best Use of a Small Budget

- Playmakers: Castle Lager - #BraBrigade

Best Use of Mobile

- Mobitainment, Brand Et Al and Express Information: AVBOB – One AVBOB FM

Best Use of Technology

- PHD: Stanlib – See the Future

Ignition Award

UJ: CaSIP – Save Dimplez

Roger Garlick Grand Prix

- OMD: Standard Bank – Love of Jazz

For more, visit: <https://www.bizcommunity.com>