

# Amasa Awards announces 2019 finalists

The Amasa Awards has announced the finalists for the 2019 edition of the awards. The finalists were selected by a group of 30 pre-selected online judges.



Image credit: Amasa Awards.

This shortlist was then deliberated over by 16 judges, during the course of a day of live debate to determine the finalists and winners.



## Amasa offers workshop on submitting award-winning entries

15 Aug 2019



Peter Monaise, CEO of Publicis Media, commented: “In an ever-transforming media landscape, I’m keen to observe how data, tech and creativity merge to produce great work that drives business results for clients.”

Finalists and winners not only stand a chance of winning in their respective categories but also the biggest award of the night, the Roger Garlick Grand Prix award.

The Roger Garlick Awards were conceptualised in the year 1999 to recognise outstanding performance in

the field of media strategy. This award was named after the late Roger Garlick who died tragically at the pinnacle of his media career. He embraced the notions of media innovation and creative media strategy and was recognised for his revolutionary efforts in this field.

Donald Mokgale, managing director of Carat JHB and an Amasa judge, supports Roger's vision stating: "In an economy that is under duress, businesses are looking for solutions that will help them survive the tough times. Media, historically, has always been one of those tools that can do that, if done correctly. Ergo, media campaigns whose creativity drives business results and returns are crucial during these trying times. So a very critical criteria is business results."

## Take a look at all the finalists:

Entry	Advertiser	Entrant
<b>Best Branded Content Campaign</b>		
#BETHEGENERATION	HP	The Catalyst Africa
Say it with P.S	Mondelez	Starcom
Solutionist Thinking	RMB	Primedia Broadcasting
Think Wallet, Act Wise	Standard Bank	OMD
<b>Best Contribution by a Media Owner (Only media owners to enter)</b>		
Continental Tyres Free Climber	Continental Tyres	AdColony
Find the Mango Seat	SAA, Mango	MediaMark
Make a Meal of it	UCOOK	Mediamark
Skhumba Rugby	FNB	Mediamark
<b>Best Experiential / Event Campaign</b>		
#BETHEGENERATION	HP	The Catalyst Africa
#SeeYouThrough	Coca-Cola	Playmakers
Big Bucket	KFC	Playmakers
Global Citizen Festival : Mandela 100	Global Citizen	OnPoint PR
KFC Mini-Cricket kids join the Proteas	KFC	Playmakers
Share a Coke with Me	Coca-Cola	MediaCom South Africa
Wimpy Kids	Wimpy	The MediaShop
<b>Best Integrated Campaign: B2B</b>		
Take a closer look	Syspro	Demographica
<b>Best Integrated Campaign: Financial</b>		
#BLACKFRIDAYME	FNB	BRANDTRUTH//DGTL
Africanacity	ABSA	Carat
IndieFin Mulletts	IndieFin	Vizeum
Grass Roots for Greatness	FNB	Mediamark
Standard Bank Proteas at the World Cup	Standard Bank	OMD
<b>Best Integrated Campaign: FMCG</b>		
"Most people eating breakfast in bed" Guinness World Record	Cappy	MediaCom South Africa
Big Bucket	KFC	Playmakers Sports Marketing
Cadbury Dairy Milk Generosity	Mondelez	Starcom
Dove Show Us	Unilever	PHD Media South Africa
Free to Love	Unilever	OnPoint PR
Old Spice, Inja Ye Game	Old Spice	MediaCom South Africa
OMFCC	Mondelez	Starcom
Share a Coke with Me	Coca-Cola	MediaCom South Africa
<b>Best Integrated Campaign: Media, Entertainment &amp; Leisure</b>		
Find the Mango Seat	SAA, Mango	Mediamark
Liam Neeson Mobile SOS	Empire Entertainment	PHD Media South Africa
Search for the face of Ponds 2019	Unilever	Media Heads 360
<b>Best Integrated Campaign: Rest Of Africa</b>		
Coke & Meal	Coca-Cola	MediaCom South Africa
Coke Studio	Coca-Cola	MediaCom South Africa
COPA	Coca-Cola	MediaCom South Africa
<b>Best Integrated Campaign: Retail (Incl. eCommerce and QSR)</b>		
Bring it Home	Woolworths	QMedia Group

Make a Meal of It	UCOOK	MediaMark
Remote Convenience	Debonairs Pizza	The MediaShop
Shoprite Hustle	Shoprite	The MediaShop
<b>Best Integrated Campaign: Travel &amp; Tourism</b>		
Emirates Pursuit of Jazz	Emirates	Havas Media South Africa
Find the Mango Seat	SAA, Mango	MediaMark
<b>Best Online Campaign</b>		
#BLACKFRIDAYME	FNB	BrandTruth Marketing
Cadbury P.S Valentines Day	Cadbury	Starcom
Free Trial Subscription	Standard Bank CIB	OMD
IndieFin Mullets	IndieFin, Sanlam	Vizeum
<b>Best Social Media</b>		
#BlackFridayMe	FNB	BrandTruth Marketing
Bring it Home	Woolworths	Qmedia Group
Old Spice, Inja Ya Game	Old Spice	MediaCom South Africa
Share a Coke with Me	Coca-cola	MediaCom South Africa
<b>Best Sponsorship</b>		
#SeeYouThrough	Coca-Cola	Playmakers Sports Marketing
Big Bucket	KFC	Playmakers Sports Marketing
L'Oreal How do I Look	L'Oreal	The MediaShop
Mni-Cricket Kids join the Proteas	KFC	Playmakers Sports Marketing
<b>Best Trade Marketing</b>		
Gumtree Mythbusters Roadshow	Gumtree	Meta Media
ROOTS 2019	ROOTS	SPARK Media
<b>Best Use of a Small Budget</b>		
Darren Prank - KFM	Capitec	Meta Media
Food for thought	Fishaways	The MediaShop
Showcase	Capitec	Meta Media
<b>Best Use of Mobile</b>		
Kwid: Breakthrough	Renault	AdColony
Snapchat Watersaving	Colgate	Wavemaker
When you drive, never drink	Heineken	Dentsu Redstar
<b>Best Use of Out Of Home</b>		
Beaded Billboard	Toyota	Meta Media
Most people eating breakfast in bed - GWR	Cappy	Group M
Protea Fire	Multichoice South Africa	The MediaShop
Radio to Road	Primedia OOH	Primedia Outdoor
Shadow	Netflix	GroupM
Taste the Sun	Sol, Heineken	Dentsu Redstar
<b>Best Use of Radio</b>		
Financial Education	Capitec	Meta Media
Let's be Honest	Coronation Fund Managers	Vizeum
Nando's Manifesto News Distribution	Nando's	The MediaShop
Share a Coke with Me	Coca-Cola	MediaCom South Africa
The Media Play Lounge	Cell C	Meta Media
<b>Best Use of Technology / Data</b>		
B Class Dynamic Creative Engine	Mercedes Benz	MMS Communication
Christopher : DStv Super Rugby	DStv	Christopher Africa
FreeMe "Summer Numbers Campaign"	Telkom	AdColony
Januworry	Capitec	PHD Media South Africa
Steers Ribster_Build a Burger	Steers	AdColony
UEFA Champion's League - Legend Reveal		Dentsu Redstar
<b>Best Use of Television</b>		
Dirty Jobs	Sweet-Orr	QMedia Group
Remote Convenience	Debonairs Pizza	The MediaShop
The Audi TV Hack	Audi	PHD Media South Africa
Timeless Bold Taste	Amstel	Dentsu Redstar
<b>Ignition Award for Students</b>		

#KuphelaAzania	Coca-Cola, Iron Brew	University of Johannesburg
#LifeSnack	Bakers	University of Johannesburg
Keep their tails wagging	Beeno	University of Johannesburg
The Ultimate Plan	Fujifilm	University of Johannesburg

The winners will be announced at the award ceremony, which will be held at The Houghton Hotel in Johannesburg on 24 October 2019. For more information, go to [www.amasaawards.co.za](http://www.amasaawards.co.za).

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