

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 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
Best Branded Content Campaign		
#BETHEGENERATION	HP	The Catalyst Africa
Say it with P.S	Mondelez	Starcom
Solutionist Thinking	RMB	Primedia Broadcasting
Think Wallet, Act Wise	Standard Bank	OMD
Best Contribution by a Media Owner (Only media owners to enter)		
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
Best Experiential / Event Campaign		
#BETHEGENERATION	HP	The Catalyst Africa
#SeeYouThrough	Coca-Cola	Playmakers
Big Bucket	KFC	Playmakers
Global Ctizen 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
Best Integrated Campaign: B2B		
Take a closer look	Syspro	Demographica
Best Integrated Campaign: Financial		
#BLACKFRIDAYME	FNB	BRANDTRUTH//DGTL
Africanacity	ABSA	Carat
Indiefin Mullets	IndieFin	Vizeum
Grass Roots for Greatness	FNB	Mediamark
Standard Bank Proteas at the World Cup	Standard Bank	OMD
Best Integrated Campaign: FMCG		
"Most people eating breakfast in bed" Guinness World Record	Сарру	MediaCom South Africa
Big Bucket	KFC	Playmakers Sports Marketing
Cadbury Dairymilk 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
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OMFCC	Mondelez	Starcom
Share a Coke with Me	Coca-Cola	MediaCom South Africa
Best Integrated Campaign: Media, Entertainment & Leisure		
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
Best Integrated Campaign: Rest Of Africa		11. 11.0
Coke & Meal	Coca-Cola	MediaCom South Africa
Coke Studio	Coca-Cola	MediaCom South Africa
COPA	Coca-Cola	MediaCom South Africa
Best Integrated Campaign: Retail (Incl. eCommerce and QSR)		
Bring it Home	Woolworths	QMedia Group

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#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.

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