

Kit Kat and MediaShop win at OH! awards



Nestlé won the coveted overall category accolade, as well as the street furniture category prize for its KIT KAT 'bench' advert at the annual [OH! Awards](#) held last night, May 19, in Johannesburg. MediaShop (Johannesburg) walked away with the Best Media Agency, an award introduced this year.

Hosted by Out of Home Media South Africa (OHMSA) and staged at Fairway Hotel and Spa, Randpark Golf Club, the OH! Awards brought together out of home media owners, advertising agencies and corporates, honouring the out-of-home industry's best creative talent.

Nestlé proved that its creative execution for outdoor media space was impactful in its message. The KIT KAT campaign satisfied every criteria set by the judges.

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