

Discovery Sport Industry Awards 2015 shortlist announced

The official shortlist for the Discovery Sport Industry Awards 2015, which includes campaigns and brands from 15 different sporting codes, including rugby, football, cricket, mixed martial arts, cycling, athletics, basketball, boxing and horse racing, has been released.

Cell C leads the pack with six nominations across a variety of categories, closely followed by Adidas with five, while Vodacom has four and EFC Worldwide, Nedbank and SuperSport secured three nominations each.

Key industry figures gathered at independent adjudicator Deloitte's offices in Johannesburg for hours of intensive judging across two days to produce a shortlist representing the very best that the South African sports industry has to offer. This year's record number of entries led to comprehensive analysis and debate during the judging process, which was overseen by Deloitte to ensure absolute transparency.

Outstanding and innovative work

The Discovery Sport Industry Awards reward the greatest achievements across the entire business of sport, including the most outstanding and innovative work in marketing, PR, advertising, community investment and sponsorship.

Tables at the Discovery Sport Industry Awards ceremony, to be held at Sandton Convention Centre on 12 February, 2015, are on sale now at www.sportindustry.co.za.



Official shortlist

TV Sport Commercial of the Year:

- adidas - Orlando Pirates 'Mantra'
- MTN - MTN Wafa Wafa Fireball
- SuperSport - Absa Currie Cup - The Line Marker
- SuperSport - Glasgow Commonwealth Games
- SuperSport - Soweto Derby
- Virgin Active - 'Grandpa'

Best African Sponsorship:

- Barclays - Barclays Kenya Cup
- Bidvest - Bidvest Namibia Cup
- Castle Lager - Castle Lager & FC Barcelona - The Perfect Partnership
- NBA - Basketball Without Borders

Best New Sponsorship:

- Brutal Fruit - Brutal Fruit Netball Cup 2014
- Cell C - Cell C Festival of Cricket
- Cell C - Cell C Sharks
- Engen - Engen & SuperSport United - Proud to be Blue
- Hyundai - Hyundai Rock the Run
- Kyocera - Sponsorship of the Sharks

Sport Development Programme of the Year:

- Absa Cape Epic - Exxaro MTB Academy
- Diespsloot Mountain Bike Academy
- NBA Africa - Royal Bafokeng
- Nedbank Sports Trust Development Cycling Programme
- Stellenbosch University Football Development
- Supersport Let's Play School Rugby Programme

Sport Brand of the Year, Sponsored by Tsogo Sun:

- Adidas
- EFC Worldwide
- MTN QHubek
- The Sharks

Best Use of Digital Communications in Sport:

- Absa - Absa Red Jersey Campaign
- EFC - EFC Worldwide
- SuperSport - World Cup Live
- The Sharks - Believe in the Power of Black and White
- Tracker - Ride Epic
- Vodacom - Rugby Stats App Digital

Best Sponsorship of a Sport Team or Individual:

- adidas - Orlando Pirates Jersey Launch
- Cell C - Cell C Sharks
- DHL - DHL Stormers & WP Rugby
- MTN - MTN Qhubeka pb Samsung

Best Use of PR in a Sport Campaign:

- adidas - Old Mutual Two Oceans Marathon
- Coca Cola - Craven Week - Where Heroes are Made
- KFC - Mini-Cricket Kids vs Proteas Tour
- Nedbank - Nedbank Cup

- Nedbank - Nedbank Ke Yona Team Search
- Otter Trail Run - The Otter African Trail Run 2014

Best Sponsorship of a Sport Event or Competition, Sponsored by TST:

- adidas - Old Mutual Two Oceans Marathon
- Cell C - Festival of Cricket
- MTN - MTN8
- RAM - Ram Slam T20 Domestic Challenge
- Vodacom - Durban July
- Vodacom - SuperRugby 2014

Sport Participation Event of the Year:

- Absa Cape Epic
- Hyundai Rock the Run
- Ironman South Africa
- Old Mutual Two Oceans Marathon
- The Jeep Warrior Race
- The Otter African Trail Run 2014
- Vodacom Bulletjies Rugby

Best Integrated Sport Marketing Campaign:

- Absa - Absa Transactional Campaign
- adidas - Football World Cup Campaign 2014
- Cell C - Cell C Sharks
- Garmin - Garmin Vivofit
- MTN - MTN8
- Nedbank Ke Yona Team Search

Best Live Experience:

- Cell C - Festival of Cricket
- EFC - EFC Africa 33
- Hyundai - Rock the Run
- Nokia - Cape Town 10s
- Red Bull - X Fighters
- Salomon and GU - The Otter African Trail Run 2014
- Toyota - Toyota Yaris Extreme Thrill Ride

Sport Agency of the Year, Sponsored by Gallo Images:

- Brand Inc Creative Group
- EXP South Africa
- Frontiers Sport & Entertainment
- Levergy
- MSCSports
- Playmakers Sponsorship
- TheGrind PR
- Treble Group

www.sportindustry.co.za/events/awards/2015

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