

Millward Brown announces the Best Liked Ads from Q4 2013

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What do kids, dogs and humour have in common? They all feature in the top 10 Best Liked Ads for Q4 from Millward Brown. They are also a fairly universal ingredient for advertising that resonates with the consumer.



The first challenge of advertising is to make people pay attention. Funny ads attract attention and kids and pets have that cute factor that draws attention as well. The second challenge for advertisers, and the most important, isn't merely to attract attention, but to hold it and focus it on your brand. The ad must create a virtual magnifying glass that highlights something specific to the brand - some fact, idea or impression - and give it enough emotional charge to become established in the consumer's memory.

Well done to the brands and agencies who made this connection!

RANK	AD	CREATIVE AGENCY
1	Coca-Cola - Share A Coke With Bobby	Draftfcb
2	Oreo Cookie - South African Oreo Princess	Draftfcb
3	Steers - Tiny Burgers	Joe Public
4	Danone - Yo-Jelly	Y&R
5	Capitec Bank - Open From 8am - 5 pm	Ninety9cents
6	Danone Ultra Mel Custard - Dear Santa	Y&R
7	Spekko Rice - Spekkoliciously Gooooood	Industry Creative Engineers
8	Wimpy - Own Your Day	Draftfcb
9	VW - Crying Baby	Volkswagen South Africa
10	Savanna Cider - Savanna Dark	Draftfcb

[Click here](#) to view all the Best Liked Ads.

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