

# Millward Brown announces South Africa's Top 10 Best Liked Ads for Q1 and Q2 2015

Issued by [Kantar](#)

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Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials.



These are the ads that have been rated as the *most liked* by the South African audience whom we believe to be the most important critic, the person who ultimately chooses to buy your brand or not. And local is lekker this year with Albany Bread's Small and KFC's Mama ranking in the top spots for the first two quarters of 2015.



RANK	Q1 2015 AD	CREATIVE AGENCY
1	<a href="#">Albany Bread: Small</a>	TBWA

2	<a href="#">Mercedes Benz C Class: The Choice</a>	Merkley & Partners USA
3	<a href="#">OLX: Son Leaving Home</a>	FCB Johannesburg
4	Kellogg's All Bran Flakes: 5 Day Challenge	J. Walter Thompson
5	<a href="#">Amarula Cream: It starts...</a>	FCB Cape Town
6	<a href="#">Nando's: Load Shedding</a>	MetropolitanRepublic
7	Lays: Cricket in the Park	Net#work BBDO
8	<a href="#">Spur: Boy's Choir</a>	Haas Collective
9	Robertson's Spices: Traditional	Hardy Boys   DDB
10	<a href="#">Panarottis Pizza Pasta: Panarottis Makes it Right</a>	MetropolitanRepublic

RANK	Q2 2015 AD	CREATIVE AGENCY
1	<a href="#">KFC: Mama</a>	Ogilvy & Mather Johannesburg
2	<a href="#">Koo: Beating the Best</a>	FCB Johannesburg
3	<a href="#">Capitec Bank: Be in Control</a>	Capitec Studio in-house
4	Savlon: The Freedom to Explore	J. Walter Thompson Cape Town
5	Dettol Soap: Worry Less Love More   Slide	Havas Worldwide Johannesburg
6	<a href="#">Kellogg's Corn Flakes: Changing Times : Taste</a>	J. Walter Thompson Johannesburg
7	<a href="#">CTM: Lovie</a>	Hammersmith & Elephant
8	Ingram's Camphor Cream: Rhodesia	FCB Johannesburg
9	<a href="#">KFC: Ka-Ching Rehit</a>	Ogilvy & Mather Johannesburg
10	Dettol ASL: Worry Less Love More   Bike	Havas Worldwide Johannesburg

Click here to view the PDF of [Q1](#) and [Q2](#). Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa for over 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact [lizelle.shawe@millwardbrown.com](mailto:lizelle.shawe@millwardbrown.com)

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