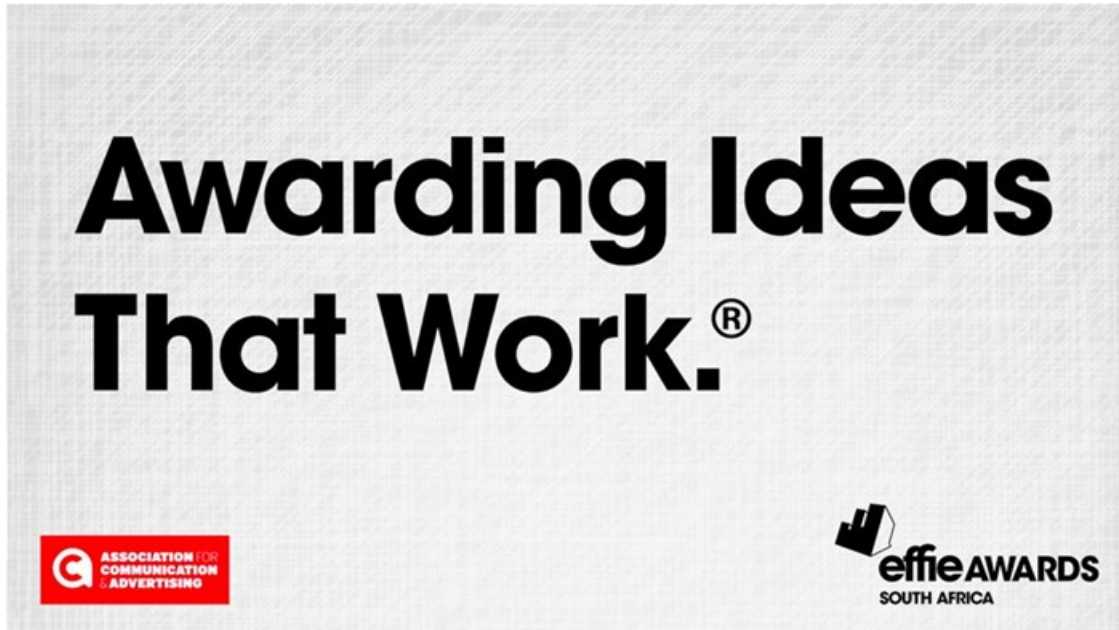


Effie Awards South Africa 2022 judges announced

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[The Association for Communication and Advertising \(ACA\)](#) and [Effie South Africa](#) are pleased to announce that the jury for the 2022 Effie Awards South Africa has been confirmed. The most effective marketing communications campaigns for the 2022 programme will be announced at the gala awards ceremony to be held in Johannesburg on 27 October 2022.



Highly regarded across the broader industry, the judges will be tasked with Awarding Ideas that Work®. Members of the jury as announced have extensive experience in the marketing, communications and advertising sector, consisting of industry leaders and trail blazers drawn from a variety of disciplines including strategy, digital, creative, research, media and marketing.

“We are absolutely thrilled at the calibre of judges for this year’s Effie Awards. As a collective they represent a truly diverse and representative selection of the entire sector, consisting of top-level, experienced professionals on both client and agency side. The individuals entrusted with awarding cases represent a variety of advertising and marketing disciplines, key to an effective and equitable process,” says Mathe Okaba, ACA CEO.

Round one of judging to select the shortlist has been completed with the second round scheduled to take place on 24 August. During the second round, all shortlisted campaigns which have proven to be effective and having achieved marketing objectives will be evaluated by a second group of judges. Round two of judging will identify those campaigns that will be recognised as having achieved finalist status and those deserving of being awarded a highly respected Effie Award.

The Effie Awards' top honour, the Grand Effie, will be judged by a third jury. The Grand Effie judging panel consists of C-suite representatives, tasked with awarding the most effective campaign of the year. Grand Effie winners are drawn from cases adjudicated in round two as Effie Gold winners.

“Varied panels adjudicating cases across the first two rounds and Grand Effie ensures that winning cases would have been subjected to extensive rigour throughout the adjudication process. The jury is tasked with the responsibility of maintaining the integrity of the industry’s ability to deliver against business objectives and highlight the benefit to business objectives and bottom line our sector is able to deliver,” concludes Okaba.

The full panel of Effie Awards 2022 judges is as follows:

JUDGE	DESIGNATION	AGENCY / COMPANY NAME
Amy Harper	Senior digital strategist	Wunderman Thompson
Angie Hattingh	Strategic planning director	Superunion
Arisha Saroop	Managing director	The Media Shop
Atiyya Karodia	Strategy director	VMLY&R
Avik Sarkar	Marketing director	Kellogg's SA
Babalwa Nyembezi	Integrated Strategy director	Wunderman-Thompson
Beyers van der Merwe	Chief executive: Marketing	PEP
Bongani Chinkanda	Managing director	The Brave Group
Brandon Govender	Integrated executive creative director	Joe Public United Durban
Brenda Khumalo	Founder and managing director	Lobengula Advertising
Brendan Hoffmann	Executive creative director	Joe Public CPT
Bridget Harpur	Head of Marketing	Volkswagen SA
Brunella Boamard	Lead: Brand Integration/Execution	Absa
Bruno Cosentino	CMO Africa	AB InBev
Buli Ndlovu	Executive head of Marketing: Retail and Business Banking	Nedbank
Candice Goodman	Managing director	Mobitainment
Carl Ungerer	Head of Digital	Mediology
Carol Anne Gallarelli	Group managing director	OFyt
Daniel Steyn	Head of Strategy	MullenLowe
Danny de Nobrega	Managing partner	Kilmer & Cruise
Danny Greeff	Digital media owner	RebelRebel
Dashni Vlakazi	Managing director	The Media Shop
Deborah Whitlock	Integrated group account director	Joe Public
Derek Coles	Managing director	McCann1886
Dono White	Strategic planning director	VMLY&R
Einstein Mwaita	Creative director	Wetpaint Advertising
Elizabeth Mokwena	Marketing director	Unilever
Ethel Ramos	Managing director	Avatar PR
Gabi Bernstein	Strategy director	Gabi Bernstein Consulting
Grace Cooper	Senior strategist	VMLY&R
Ille Potgieter	Managing director	M&C Saatchi Abel
Isla Prentis	Intelligence lead	Park Advertising (Tirisano)
Ivan Mbroke	CEO	Kantar
Jabulani Sigege	Executive creative director	Machine
Jaco Lintvelt	Industry manager	Google
Jason Harrison	Co-founder and Group managing director	M&C Saatchi Abel
Johanna McDowell	Founder and CEO	IAS Agency Selection
Justine Drake	Executive content director	John Brown Media
Kagiso Mothapo	Senior strategist	Brave Group
Katinka Pretorius	Managing director	Sunshinegun
Katlego Moutlana	Chief strategy officer	Promise Group
Kevin Ndinguri	Managing director	UMAfrica
Koo Govender	CEO	Dentsu SA
Leigh Tayler	Integrated strategy director	Joe Public
Lesego Kotane	Managing director	King James
Lesego Mbagi	Marketing Group executive	The Building Company
Louise Johnston	Managing director	Grey Advertising Africa
Lynne Krawchuk	VP PR, Media Relations and Digital	APO Group
Makosha Maja-Rasethaba	Partner: head of Strategy	M&C Saatchi Abel
Marc Ashwell	Head of Integrated Marketing	RMB (Rand Merchant Bank)
Maxine Selmer-Olsen	Strategic planner	Grey Advertising Africa/MPP Team Liquid
Megan Mitchell	PR and Influence director	Old Friends Young Talent (OFyt)
Ma Roets	Experience design director	Joe Public
Michael Pearce	Managing partner	Mediology
Mogorosi Mashilo	Founder and director	TrendER

Mosala Phillips	Chief Marketing officer	Old Mutual
Natalie Botha	Creative and Media director	Kantar
Nkululeko Vilakazi	Creative director	Oliver Marketing (Ustudio)
Parusha Partab	Group Strategy director	Wunderman Thompson
Quanita Salie	General manager	MetaMedia
Raphael Janan Kuppasamy	Art director	Joe Public
Robert Grace	Co-founder and head of Strategy	M&C Saatchi
Rosemary Baronetti	Strategy director	King James
Sadika Fakir	Integrated Media and Digital director	Tiger Brands
Samantha Condon	Client partner	Demographica
Sapho Dlangamandla	CEO	Kanaka
Sanvash Seetaram	Director: Corporate and Group Marketing Strategy	Tiger Brands
Shehan Samarasinha	Director/chief Strategy officer	Triad
Shelley Atkinson	Executive creative director	Murmur
SJ Naude	Executive creative director	Murmur
Talent Rupapa	Digital planner	MetaMedia
Thabang Skwambane	Group CEO	Nahana Communications Group
Thabiso Lawrence	Senior strategic planner	Wunderman Thompson
Theo Spencer	Managing partner Africa	Oliver Marketing (Ustudio)
Thulani Sibeko	Chief Brand and Marketing officer	Standard Bank Group
Tshiamo Tladi	Head of Strategy: Retail and Shopper	King James Group
Wendy Bedford	Brand director	AB InBev
Wendy Bergsteedt	Group head of Marketing	Coronation Fund Managers
Xavier Olivier	Founder and managing director	Dark Matter
Yasmin Kathoria	Brand Growth director	Kantar Consulting
Zayd Abrahams	CMO/financial consultant	FNB
Zizwe Vundla	Marketing and Innovation director	Diageo South Africa
Zumi Njongwe	Consumer Communication and Marketing director	Nestle ESAR

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For more information visit the Effie Awards South Africa website at www.effieawards.co.za or visit www.acasa.co.za.

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