

All the 2015 Smarties winners

The Mobile Marketing Association of South Africa has announced the 2015 South African MMA Standard Bank Smarties winners to a packed audience at the MMA Standard Bank Smarties function, hosted at the Southern Sun Elangeni in Durban on Thursday, 13 August...

The Smarties are part of the only global awards programme created specifically to recognise best-in-class mobile marketing campaigns from around the world.



"It is encouraging to see more brands shifting their budgets to mobile marketing and making use of the highly personalised and interactive channel with the highest reach in South Africa. These awards truly reflect the creativity of our industry, its so inspirational to see the great that we had the pleasure of judging," said Yaron Assabi, Founder of Digital Solutions Group and Chair of MMA SA.

AWARDS

1. Marketing Strategy

Brand Awareness

Gold

Hungry Lion Lucky Bucket Campaign

Hungry Lion

Yonder Media in partnership with MediaShop

Silver
Red Bull Kas'Lami Festival
Red Bull
Mobitainment

Bronze
Connect with Shield
Unilever - Shield
Gorilla Creative Media

Lead Generation

Silver
#TweetDreams
SA Home Loans
Liquorice

Bronze
Isolezwe Asidlale
Isolezwe
Always Active Technologies (AAT)

Relationship Building / CRM

Gold
OMO Fast Kids Maths
Unilever - OMO
Liquorice

Silver
Unilever Deals
Unilever
Thumbtribe

2. Media Strategy

Cross Media / Cross-Mobile Integration

Gold
Red Bull Kas'Lami Festival
Red Bull
Mobitainment

Silver
Isolezwe Asidlale
Isolezwe
Always Active Technologies (AAT)

Bronze

Shield Mission Call
Unilever - Shield
Gorilla Creative Media

Messaging

Gold
whatsfordinner Chef Wendy
Unilever - Knorr
Liquorice

Mobile App

Silver
TransUnion 1Check
TransUnion
Digital Solutions Group

Bronze
PPC Builder's App
PPC
Digital Solutions Group

Mobile Website

Gold
OMO Fast Kids Maths
Unilever - OMO
Liquorice

Silver
Unilever Deals
Unilever
Thumbtribe

Mobile Social

Gold
AXECESS on Mxit
Unilever - AXE
Gorilla Creative Media

Bronze
Shield Mission Call
Unilever - Shield
Gorilla Creative Media

3. Enabling Technology

Innovation

Gold

Instant Inspiration

Unilever - Knorr

Liquorice

Silver

Amarula 25th Birthday

Amarula

Liquorice

Bronze

Shazam - Custom Charts Smirnoff

Smirnoff - Brand

Opera Mediaworks & MEC

Mobile Video

Bronze

Smart Video

Smirnoff - Brand

Opera MediaWorks & MEC

4. Special industry awards

Agency of the Year: Liquorice

Operator of the Year: Vodacom

Best in Class: Unilever's Knorr Instant Inspiration (by Liquorice)

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