

MMA Smarties Awards: Rewarding creativity in mobile & winners list

 By [Beverley Klein](#)

19 Aug 2016

The MMA SA (Mobile Marketing Association of South Africa) Smarties Awards 2016 took place at the beautiful Sky Bar at the Southern Sun Elangeni & Maharani Hotel. Warren Harding hosted the evening and introduced Yaron Assabi, chairman of the MMA SA, who thanked the judges and the main sponsor Standard Bank.



MMA Smarties, as captured by [The Loeries](#)

Bellinda Carreira, executive head of interactive marketing at Standard Bank, took to the stage and explained how important mobile is. It plays an integral part of any campaign today and Standard Bank were proud to be honouring the best in South African mobile.

“We believe this event has really done wonders for creativity. It’s done wonders for growth of mobile in this country,” said Carreira.

After a delicious starter and some music from the jazz band, the awards kicked off. Big winners of the night were Yonder Media, who had the most nominations and walked away with two bronze, one gold and the coveted Publisher/Media Company of the Year in Mobile Award. They did work for the IEC to help draw in new registrations for the recent elections.

The other big winners on the night were Gorilla, who walked away with Agency of the Year; Waterston Entertainment won the Best in Show Award; Enabling Technology Company of the Year Award went to Facebook; and Operator of the Year in Mobile was won by Vodacom.

See the list of winners below:

CATEGORY	AWARD	AGENCY
Cross-Media/Cross Mobile Integration	Bronze	Gorilla
Cross-Media/Cross Mobile Integration	Bronze	Liquorice
Cross-Media/Cross Mobile Integration	Gold	Yonder Media
Product/Services Launch	Bronze	Conversation Lab & The Hardy Boys
Product/Services Launch	Silver	Gorilla
Relationship Building/CRM	Bronze	Tsogo Sun
Relationship Building/CRM	Silver	Liquorice
Brand Awareness	Bronze	Yonder Media
Brand Awareness	Silver	Gorilla & Mindshare
Mobile Website	Gold	Conversation Lab & The Hardy Boys
Mobile Website	Gold	Liquorice
Messaging	Gold	Gorilla
Messaging	Bronze	Yonder Media
Mobile Social	Bronze	Gorilla
Mobile Social	Silver	Niche Digital
Innovation	Silver	Jupiter Drawing Room Cape Town
Innovation	Gold	Waterston Entertainment
Mobile Video	Bronze	Conversation Lab & The Hardy Boys
Mobile Video	Gold	Gorilla & Mindshare
Social Impact/Non for Profit	Silver	Liquorice
Best in Show		Waterston Entertainment
Agency of the Year		Gorilla
Enabling Technology Company of the Year		Facebook
Operator of the Year		Vodacom
Publisher/Media Company of the Year		Yonder Media

Congrats to the nominees and winners!

Read the [overview of the MMA Forum](#) held on 18 August.

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

- #Newsmaker: Amy Meyer from CBR Marketing - 6 Feb 2017
- #Newsmaker: Siya Metane - MD at SlikourOnLife - 30 Jan 2017
- #Newsmaker: Craig Munitz - MD of CBR Marketing - 24 Jan 2017
- #Newsmaker: Tamsyn Friedman from CBR Marketing - 16 Jan 2017
- It all comes down to content - 28 Dec 2016

[View my profile and articles...](#)

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