

2021 SA Smarties Awards winners turn lemons into lemonade

Winners of the 2021 South Africa Smarties Awards, the gold standard of mobile marketing excellence in the industry that is enabled by Meta, MTN, Standard Bank and The Pendoring Awards, have been announced.



Source: © MMA [www.facebook.com/MobileInSA/ MMA]

Honoured across 25 categories, the 38 judges have remarked that the quality of work submitted this season far exceeded their expectations – especially when marketing budgets across the board were cut due to ongoing Covid-19 challenges.

Producing work on point

“The impact of the pandemic was felt on brands’ pockets, and as we all know, among the first things to go is marketing spend. This did not deter the Smarties Awards winners who turned lemons into lemonade, producing work that was on-point and relevant to the times that we live in and where every cent counts,” comments Luisa Mazinter, MMA SA chair emeritus Smarties Awards.

These sentiments were echoed by the judges who expressed the need for brands to show real return on investment and that mobile marketing technologies can solve business problems by engaging target audiences in an authentic way, resulting in strong calls-to-action.

An emphasis on business results

“Where the Smarties is distinct is that it places a weighting of 40% on business outcomes, while strategy, creativity and execution account for 20% each.

“The reason for these splits is to ensure that the campaigns that are awarded are producing results that impact the business positively and are not only creative executions for the sake of it; there is no room for fluff,” comments Mazinter.

Pendoring Multilingual Marketing Efficiency Award

The 2021 Smarties also saw the introduction of the Pendoring Multilingual Marketing Efficiency Award in partnership with Hollard. The timing for the Award was opportune as it ties into the UN’s launch of the Decade of Indigenous Languages,

which began this year in 2022 and ends in 2030.

Boniswa Pezisa, executive director at Mediology and Pendoring jury president, says of this important Award, “As a multicultural nation brands need to engage and reach their customers in their own languages. We have seen some of the entries use language in an amazing way and they’ve broken through with their marketing efforts.”

As is traditional of the Smarties Awards, all winners – Gold, Silver and Bronze – will be entered into the global Mobile Marketing Associations’ Business Impact Index (BII) Awards. Launched in 2018 it is the first and only global mobile marketing Index that identifies, ranks and awards top agencies, brands and technology enablers that drive significant business impact through mobile-first campaigns.

Of the best work ever

“We congratulate all the winners from the 2021 Awards, the level of work is among the best we have ever had. This is a real boon especially given the conditions in which the work was being implemented,” concludes Mazinter.

An Awards ceremony will take place on 6 April in Johannesburg to give the winners their trophies. The 2021 BII winners will also be announced and theme for the 2022 Smarties Awards announced.

All the winners

All the 2021 winners can be viewed [here](#).

Brand Awareness			
AWARD	AGENCY	CAMPAIGN	BRAND
Gold	MatchKit and PR Machine	South Africa Crowdfunds Medal Bonuses for our Olympians	MatchKit
Silver	PHD Media, Edelman and JWT	Born This Way	Lux, Unilever
Bronze	AdColony & Intimedia	Converse Connects with Consumers through captivating Mobile Video Execution with AdColony	Skye Distribution / Converse
Lead Generation / Direct Response / Conversions			
Gold	Hellosquare	Facebook Flavoured Tinkies	Tinkies
Silver	Yonder Media	KFC Vernac Test	KFC South Africa
Bronze	Telesure Insurance Holdings (TIH)	1st for Women Insurance - Defender Campaign	1st for Women Insurance
Product / Services Launch			
Gold	Hellosquare	Facebook Flavoured Tinkies	Tinkies
Bronze	Hellosquare	Are You Bold Enough?	Galito's Flame Grilled Chicken
Promotion NEW			
Gold	Yonder Media	KFC Virtual Buckets "gold hunt"	KFC South Africa
Special Edition Pendoring / Multi-lingual Award			
Gold	Yonder Media	KFC Vernac Test	KFC South Africa
Gold	VMLY&R	Nando's Voice of The People	Nando's

Bronze	Oliver Marketing (Ustudio)	Aromat Comedy Club Season 2	Aromat
Mobile Gaming, Gamification & E-Sports			
Gold:	Yonder Media	KFC Virtual Buckets "gold hunt"	KFC South Africa
Silver	Shoprite	Checkers Xtra Savings Spin2Win	Checkers Xtra Savings
Bronze	AdColony & Intimedia	Converse Connects with Consumers through captivating Mobile Video Execution with AdColony	Skye Distribution / Converse
Bronze	AdColony & Zenith	Disney's Luca's meaningful Mobile Video Execution with AdColony	Disney
Mobile App			
Gold	MatchKit and PR Machine	SA Hockey crowdfunds its way to the Olympics	MatchKit
Bronze	Rooftop	#TheHumanRace	United Nations Office for the Coordination of Humanitarian Affairs
Bronze	Bluegrass Digital	Bio-Oil Internal Brand Communication Platform	Bio-Oil
Social Media Marketing NEW			
Gold	Mark1 in partnership with DUKE Advertising and Positive Dialogue	Dala Your Colour	JIVE
Silver	Wunderman Thompson South Africa	Be the Light	Vodacom South Africa
Bronze	Hellosquare	Are You Bold Enough?	Galito's Flame Grilled Chicken
Social Messaging / Chat Apps / Text Messaging NEW			
Gold	Digify Africa	A WhatsApp Learning Bot For African Entrepreneurs	META
Silver	Hellosquare	A Fresh Start	Albany Bakeries
Silver	Praekelt Consulting	SmartStart Automated WhatsApp Assistant	SmartStart (built by Praekelt Consulting)
Social Commerce NEW			
Silver	Yonder Media	KFC "Convince the Colonel" mCommerce launch	KFC South Africa
Influencer Marketing NEW			
Silver	Oliver Marketing (Ustudio)	Shield Move More At Home	Shield
Silver	Mark1 in partnership with DUKE Advertising	5 Seconds of Funny	JIVE
Innovation			
Gold	Yonder Media	KFC "Convince the Colonel" mCommerce launch	KFC South Africa
Silver	Yonder Media	KFC Virtual Buckets "gold hunt"	KFC South Africa
Bronze	Wunderman Thompson South Africa	PlayStation South Africa - The Last of Us Part II	PlayStation South Africa
Location Based Targeting			
Silver	Mark1 in partnership with DUKE Advertising and Positive Dialogue	#YouBelongToCelebrate	AB InBev
Bronze	Vicinity Media	#WhereIsMyAd campaign	Vicinity Media
Bronze	Hellosquare	Fruit Forecast	KOO
mCommerce			
Silver	MatchKit and PR Machine	South Africa Crowdfunds Medal Bonuses for our Olympians	MatchKit
Bronze	Praekelt Consulting	Supersonic (MTN Fibre-To-The-Home)	MTN
Mobile Video			
Silver	AdColony & Intimedia	Converse Connects with Consumers through captivating Mobile Video Execution with AdColony	Skye Distribution / Converse
Silver	AdColony & Zenith Media	Samsung's S21 Ultra Mobile Video Execution with AdColony	Samsung
Data/Insights			
Gold	Shoprite	Checkers Xtra Savings Personalised Offers	Checkers Xtra Savings
Silver	Hellosquare	Facebook Flavoured Tinkies	Tinkies
Social Responsibility			
Silver	Rooftop	#TheHumanRace	United Nations Office for the Coordination of Humanitarian Affairs
Brand Purpose			
Gold	Ogilvy	PEP Kids - Wishing the World Well	PEP Stores South Africa
Silver	Oliver Marketing (Ustudio)	OMO Play More, Learn More	OMO
Customer Experience			
Gold	Yonder Media	Voucher Relief	Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers
Tech Innovation			

Gold	Yonder Media	Voucher Relief	Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers
Silver	Vicinity Media	#WhereIsMyAd campaign	Vicinity Media
Silver	MatchKit and PR Machine	South Africa Crowdfunds Medal Bonuses for our Olympians	MatchKit
App			
Silver	Yonder Media	Voucher Relief	Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers
eCommerce (pivoting during the pandemic) NEW			
Bronze	MatchKit and PR Machine	SA Hockey crowdfunds its way to the Olympics	MatchKit

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