

Winners announced for Marketing Achievement Awards

South Africa's top marketers were honoured for the excellent marketing strategies they've created at the inaugural Marketing Achievement Awards (MAA) held last night at a gala dinner at Sun City.



Poet, performer, singer, actress and presenter, Lebo Mashile was the MC for the evening. Image supplied.

Francois Viviers, executive: marketing and communications at Capitec Bank, won the Marketer of the Year Award 2019, which is a category with nominated entries.

Heidi Brauer, Hollard Insurance CMO and chairperson of the Marketer of the Year sub-committee, says:

“ Viviers is completely deserving of the Marketer of the Year award, for marketing leadership consistency, and a track record of solid business results. He is an inspirational marketer who really understands that marketing is both science and art by harmonising gut and experience with data. His role within Capitec is both wide and deep, but it is his meticulous attention to detail and understanding of people that really sets him apart. ”

See the full list of winners and finalists for campaign categories below.

Brand and campaign	Agency partner	Category	Award
Agrinet for Beyond Agriculture	Vaimo	Excellence in Brand Marketing (B2B)	Winner
Innovative Solutions Group for Innovative Staffing Solutions	PR Worx	Excellence in Brand Marketing (B2B)	Finalist
Volkswagen SA for The People's Car	Ogilvy SA	Excellence in Brand Positioning	Winner
AVBOB for The AVBOB Poetry Project	BRAND et al	Excellence in Brand Positioning	Finalist
FNB for It Takes a Bank that Does More to Help Your Family	BrandTruth/DGTL	Excellence in Brand Positioning	Finalist
MNI for Creative Club	John Brown Media South Africa	Excellence in Brand Positioning	Finalist
Pick n Pay for Glass Act Series	John Brown Media South Africa	Excellence in Brand Positioning	Finalist
Cadbury for Remarkable Regift	Ogilvy SA	Excellence in Integrated Marketing	Winner
Edcon for JET Manny	Joe Public	Excellence in Integrated Marketing	Finalist
Pick n Pay for Fresh Content	John Brown Media South Africa	Excellence in Integrated Marketing	Finalist
P&G for Ariel, making the impossible, possible	MediaCom	Excellence in Integrated Marketing	Finalist
Suzuki Auto South Africa for Suzuki Inbound	Penquin	Excellence in Integrated Marketing	Finalist
Nando's for 30th Birthday Bash	Sunshinegun	Excellence in Internal Marketing	Winner

Road Accident Fund #AlwaysRemember	Flow Communications	Excellence in Internal Marketing	Finalist
Nando's for Grillers' Challenge	Sunshinegun	Excellence in Internal Marketing	Finalist
AB InBev for Carling Black Label #NoExcuses Soccer Song for Change	Ogilvy SA	Excellence in Marketing Innovation	Winner
Edcon for JET Manny	Joe Public	Excellence in Marketing Innovation	Finalist
The Merck Group for Merck Consumer Health Neorobion	Ogilvy SA	Excellence in Marketing Innovation	Finalist
Kimberly-Clark South Africa for Huggies – The World's Most Innovative Product Demo	Ogilvy SA	Excellence in Marketing Innovation	Finalist
Suzuki Auto South Africa for Suzuki Inbound	Penquin	Excellence in Marketing Innovation	Finalist
Aurecon for Aurecon Visual Contracts	n/a	Excellence in Marketing Innovation	Special Mention
Sasol for #Limitless	Levergy	Excellence in Purpose Led Marketing	Winner
Anglo American for Makarapa City	Ogilvy SA	Excellence in Purpose Led Marketing	Finalist
Nando's for PERi-Farms	Sunshinegun	Excellence in Purpose Led Marketing	Finalist
Toyota for Toyota Rush – Live That Rush Life	FCB Johannesburg	Excellence in New Product or Brand Launch	Winner
Anglo American for Makarapa City	Ogilvy SA	Excellence in Reputation Management	Winner
Yoco for Yoco: For the Sales	Yoco	Excellence in Resourceful Marketing (Limited Budget, Unlimited Idea)	Winner
Edcon for JET #JETLOVEYOURSELF	Joe Public	Excellence in Resourceful Marketing (Limited Budget, Unlimited Idea)	Finalist
MARS for Royco – Let's Eat with Siphokazi	MediaCom	Excellence in Resourceful Marketing (Limited Budget, Unlimited Idea)	Finalist
P&G for Gillette Venus #MovesLikeNoOther	MediaCom	Excellence in Resourceful Marketing (Limited Budget, Unlimited Idea)	Special Mention
AB InBev for Castle Lager #SmashTheLabel	Ogilvy SA	Excellence in South African Resonance Marketing	Winner
P&G for Ariel, making the impossible, possible.	MediaCom	Excellence in South African Resonance Marketing	Finalist
MARS for Royco – Let's Eat with Siphokazi	MediaCom	Excellence in South African Resonance Marketing	Finalist
AB InBev for Carling Black Label #NoExcuses	Ogilvy SA	Excellence in South African Resonance Marketing	Finalist
Nando's for #rightmyname	M&C Saatchi Abel	Excellence in South African Resonance Marketing	Finalist
Sasol for #Limitless	Levergy	Excellence in Strategic Sponsorship Marketing	Winner
FNB for Springboks from Grassroots to Greatness	BrandTruth	Excellence in Strategic Sponsorship Marketing	Finalist
Audi for Audi Proteas	Levergy	Excellence in Strategic Sponsorship Marketing	Finalist
New Balance for New Balance Proteas	Levergy	Excellence in Strategic Sponsorship Marketing	Finalist
Investec for The Art of Investec	Ogilvy SA	Excellence in Strategic Sponsorship Marketing	Finalist
Pernod Ricard for Sun Met presented by G.H. Mumm	Playmakers	Excellence in Strategic Sponsorship Marketing	Finalist

Bringing the art and science of marketing to life

Finally, the biggest award of the night presented by Johnny Burger, the Chairman of the South African Hall of Fame powered by Samsung, was to induct Archbishop Emeritus Desmond Tutu into the South African Hall of Fame.

Yvonne Johnston, chairperson of the Marketing Achievement Awards Council says: “The calibre of the entries was exceptional and the judges had a tough time selecting the best of the best from the work submitted. There were 480 entries, which is remarkable for the inaugural year.

“These winners set a high benchmark for the industry and raise the bar for local marketers. These are the people who bring the art and science of marketing to life. They keep disrupting to stay ahead of the pack.”

Future-proofing marketing

The judges followed a rigorous and methodologically-sound adjudication process to ensure that the process was fair and robust.

Fascinating insights were shared and there was a lively discussion at the [Marketing Achievement Summit](#) with the theme “Future-proofing marketing” that took place earlier today.

The topics explored included the future of marketing and communications; how to build a brand across Africa’s diverse countries; how to market with meaning and purpose; how to manage your brand’s reputation in an “always on” communications landscape; and how to build Brand South Africa in a way that stimulates growth.

Disclaimer: Bizcommunity's [Leigh Andrews](#) was on the jury, lead by Heidi Brauer for Marketer of the Year.

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