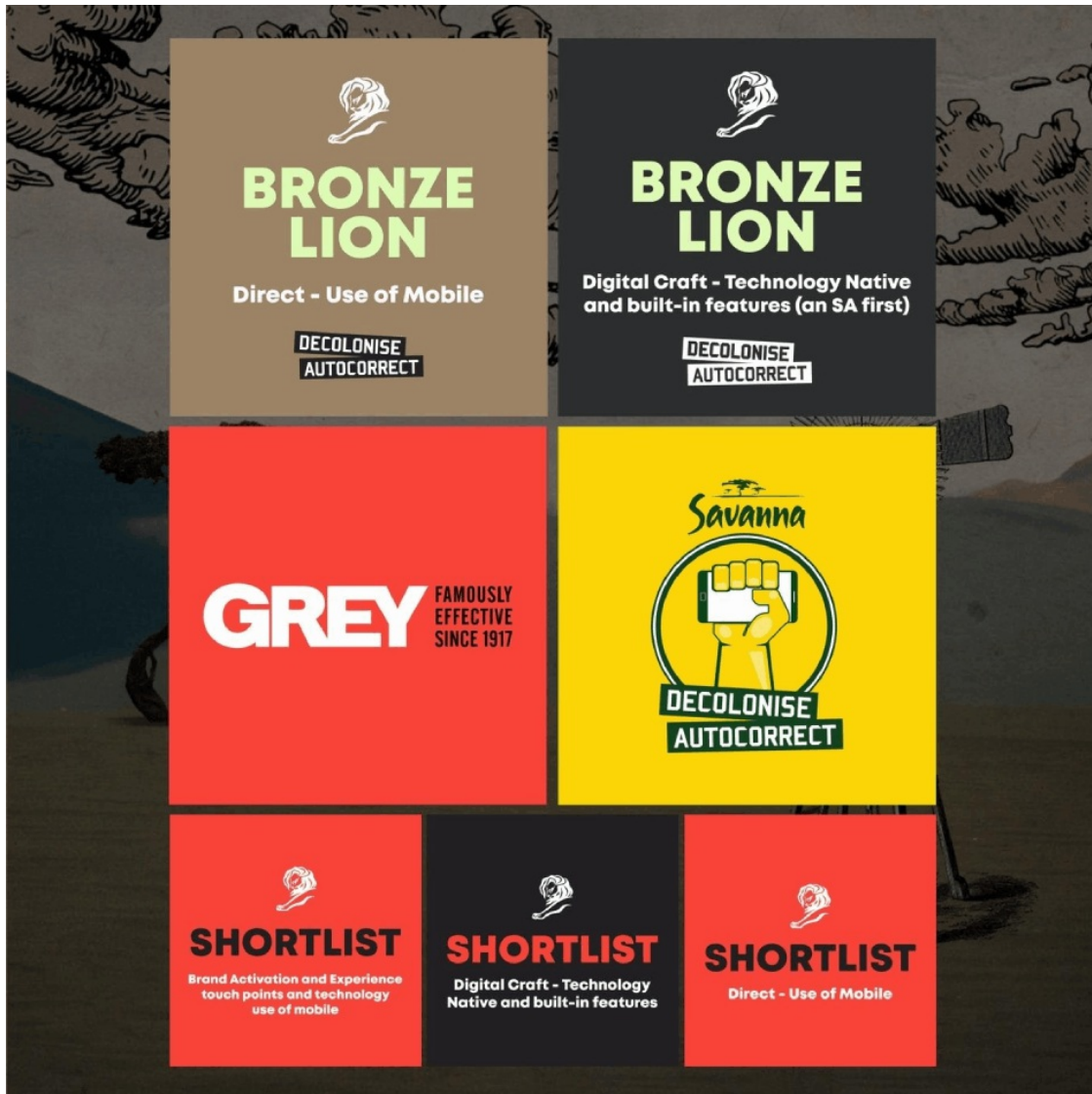


# South Africa's first Digital Craft Lion awarded to Grey Africa

Issued by [Grey Africa](#)

25 Jun 2021

Grey Africa and WPP-Liquid were recognised at the 2021 Cannes Lions International Festival of Creativity, receiving two Bronze Lions in the categories: Direct > Use of Mobile and Digital Craft > Technology > Native and built-in features (*an SA first*).



*Savanna Cider's "Decolonise Autocorrect" creative campaign won two Cannes Lions Bronze awards and three shortlists*

The Cannes Lions Festival is the world's largest annual awards show in advertising, marketing and communications. The festival was cancelled in 2020 due to Covid-19. This year, judging and announcement of the winning works from the 2020 and 2021 competitions has been conducted online.

The Bronze Lions received by Grey Africa and WPP-Liquid, was awarded for the "Decolonize Autocorrect" initiative – which created a multi-cultural language exploit that updated autocorrect to include all 11 languages.

"It's wonderful to see this campaign being awarded on the global stage and I'm even more delighted that it's won South Africa's first Digital Craft Lion," announces Fran Luckin, chief creative officer at Grey Advertising Africa.



Savanna, Grey Africa/WPP Liquid awarded 2 coveted Mobile Merits at the One Show  
Grey Africa 15 Jun 2021



"Decolonise Autocorrect" also recently received two coveted Mobile Merits at the One Show and a Silver Clio in the Digital/Mobile – Emerging Technologies category. The "Decolonise Autocorrect" initiative is an example of how a creative idea can be manifested by technology when incorporated into a once unachievable campaign.

**MOBILE PHONES GET A VERNAC MAKEOVER BECAUSE NOT EVERYBODY TEXTS IN DUCKING ENGLISH**

**PROBLEM:** South Africa is no longer a British colony, but our phones are still colonised. Autocorrect still only recognises one of our 11 official languages. You guessed it... English. Although there have been attempts to teach Spellcheck to spell our names, no-one's tried to teach our mobile devices, used for our most intimate communication, to speak our South African languages. And it's killing our indigenous languages.

**SOLUTION:** Savanna Cider, South Africa's most-loved cider, got ducking tired of this and set out to liberate people's phones through a simple hack.

Phones don't autocorrect anything saved in your contacts. So we created contact files for each of South Africa's other 10 official languages. Each contact file was populated with the 500 of the most-used words in each language.

We then made the files available for users to download and save. When saved, autocorrect 'recognises' the words and doesn't try to change them. The lowly contact file was turned into an instrument of emancipation.

**HOW IT WORKS:**  
1. Visit the mobile site <https://savannacider.com/decolonise>  
2. Choose your preferred language(s)  
3. Save the custom .vcf file to your contacts  
4. Your texts have been liberated

**RESULTS:**  
Downloads per day during the campaign, across all 11 languages.  
**700+** 🇿🇦 🇷🇺 🇮🇹 🇪🇸 🇫🇷 🇩🇪 🇬🇧 🇮🇳 🇯🇵 🇰🇷 🇺🇸  
Downloads continue despite the campaign having ended.

Coverage on all major TV and Radio  
**News stations** 📺 📻  
Media Impressions  
**11 500 000** 🇿🇦 🇷🇺 🇮🇹 🇪🇸 🇫🇷 🇩🇪 🇬🇧 🇮🇳 🇯🇵 🇺🇸  
Facebook engagement rate  
**10.7%** 77 X INDUSTRY AVG 🇿🇦 🇷🇺 🇮🇹 🇪🇸 🇫🇷 🇩🇪 🇬🇧 🇮🇳 🇯🇵 🇺🇸  
Twitter engagement rate  
**4.1%** 50 X INDUSTRY AVG 🇿🇦 🇷🇺 🇮🇹 🇪🇸 🇫🇷 🇩🇪 🇬🇧 🇮🇳 🇯🇵 🇺🇸  
All for less than  
**\$20k** MEDIA SPEND 🇿🇦 🇷🇺 🇮🇹 🇪🇸 🇫🇷 🇩🇪 🇬🇧 🇮🇳 🇯🇵 🇺🇸

**PLAY VIDEO**

1 Select language 2 Install Contact 3 Freeeedom!

Xhosa  
Zulu  
Afrikaans  
SeSotho  
Xitsonga

**How it works:**  
Simply save a contact file with you're the most used words in your preferred language to your phone and start expressing yourself unapologetically in your OWN language.

**Bilingual?**  
You can download as many languages as you like.

Ad Age SABC NEWS eNCA 7 heart 94.2 jacaranda fm

Savanna Cider's "Decolonise Autocorrect" creative campaign entry board for Cannes Lions Awards

[click to enlarge](#)

Steph van Niekerk, creative director at Grey Advertising Africa, explains: "From my very first day on the Savanna account, my dream has been to win international awards on this iconic local brand. Cannes has proven that this is entirely possible,

and we will continue to challenge and push ourselves to do even better next year. What is exciting is that this upward creative trajectory is translating into tangible business results – with Savanna seeing unprecedented growth in volumes and brand equity.”

The Grey team worked for two years to create the technology to transcribe a language at 500 words each. Savanna has long been known for its dry sense of humour, South Africans like to laugh at ourselves, 11 official languages and only the one option, colonialist English. Such practices sadly erode our cultural heritage and as such the campaign was also addressing a societal problem.



*Savanna Cider's "Decolonise Autocorrect" creative campaign won two Cannes Lions Bronze awards*

For Grey and the WPP-Liquid team to be recognised in pioneering and innovative categories is testament to effectiveness in navigating the industry with game-changing campaigns and illustrates the value of sticking with a creative idea for as long as it takes to execute. Over two years in the making.

"I am so incredibly proud to work alongside such an exceptional creative agency but, more than that, I'm thrilled that the cut through work behind these awards is also winning with consumers. The positive momentum in brand equity and volume growth over the last year is testament to that," says Maija-Llina Hansen-Chipps, Savanna and RTDs marketing lead at Distell.



This year, Fran Luckin was interviewed on the exclusive Cannes Live TV platform, where she discussed creativity, technology and what it means to bring home South Africa's first Digital Craft Lion.

**Credits:**

**Advertising Agency:** Grey/Liquid South Africa, Johannesburg, South Africa

**Chief Creative Officer:** Fran Luckin

**Executive Creative Director:** Glenn Jeffery

**Creative Director:** Steph van Niekerk, Francois du Preez

**Art Director:** Marais Janse Van Rensburg, Bethea Polanski

**Copywriter:** Maxine Twaddle, Mkhusele Radebe, Sanele Ngubane, Marais Janse van Rensburg, Steph van Niekerk

**Head of Production:** Lara Bayley, Linda Hauser

**Business Director:** Jacqui Howard-Tripp

**Account Manager:** Brett David; Lubba Ngonzo

**Production Company:** Produce Sound

**Digital Creative Director:** Kristoff Smith

**UX:** Kathrine Pelser

**UI Designer:** Michael Williams

**Developer:** Siyabonga Hlengwa

**SEO:** Craig Wilson

**Data Analytics:** Zaheer Adhikari

**Dev/Ops:** Clemens Maart

**Project Manager:** Leezi Kaschula

**Animator:** Bohlale Radebe, Francois Venter

**Audio:** Louis Enslin

**Client:** Maija-Llina Hansen-Chipps, Lazola Dali, Eugene Lenford, Irmie Marman, Paigon Prince

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