

# All the qualifiers for the 2023/4 Marketing Achievement Awards

The 2023/4 Marketing Achievement Awards (MAA) has released the qualifiers' list for the 12 main award categories.



KFC and Ogilvy have qualified for *Anything for the taste*. Source: YouTube.

Entrants had to achieve an average score of 70% or more on the judges' scorecards to make the cut and qualify for the awards. These entrants are now invited to the awards evening, where both the finalists as well as the overall winner for each category will be announced.

## Categories

These categories include Excellence in Resourceful Marketing, New Product or Brand Launch, Strategic Sponsorship Marketing, South African Resonance Marketing, Marketing Innovation, Purpose-led Marketing, Brand Positioning, Integrated Marketing, Digital Brand Marketing, Reputation Management and Internal Marketing.



Ogilvy SA, Carat SA and Promise Agency the first Agency Scope trophy recipients

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The adjudication process was overseen by leading South African marketing experts, who described the process as 'thorough and robust'. Each entry was meticulously evaluated against the qualifying criteria, with judges fiercely debating the merits of the top-scoring submissions – all of which demonstrated great resilience in the face of post-pandemic challenges and prevailing economic headwinds.

## Adjudication

A second adjudication process is currently underway to ascertain the finalists in the MAA Leadership Awards. The adjudication committees are conducting online interviews with nominees and their colleagues to gain insights into the marketers and their impactful work.

These award categories include the Rising Star of the Year, and Marketer of the Year. The finalists in these awards will be announced at the end of January.

Event ticket details will be announced in January 2024, with the grand awards celebration and the announcement of all the winners confirmed for 29 February 2024.

Entry	Brand/Organisation	Lead Partner	Category
Absa CIB Trade Finance And Working Capital	Absa CIB	VMLY&R	Excellence in Resourceful Marketing
Absa Load Shedding Solutions	Absa	Carat	Excellence in Resourceful Marketing
Amarula Ethiopian Coffee	Amarula	Grey Advertising Africa	Excellence in New Product or Brand Launch
Betway SA20	Betway	Mscsports	Excellence in Strategic Sponsorship Marketing
Brand Influence's Gen Z campaign ignites frenzy for Prime Hydration launch at Checkers	Prime Hydration	Brand Influence	Excellence in New Product or Brand Launch
Building tomorrows talent with Stimorol Flow.Lab	Stimorol	Saatchi & Saatchi	Excellence in Integrated Marketing
Burger King 2022 Value Campaign	Burger King	Grey Advertising	Excellence in South African Resonance Marketing
Cadbury, Gen 4 Homegrown Stories	Cadbury	Ogilvy South Africa	Excellence in South African Resonance Marketing
Carling Black Label - The Foam Knows	Carling Black Label	Ogilvy South Africa	Excellence in Marketing Innovation
Carling Cup The Gates Are Open	Carling Black Label	Ogilvy South Africa	Excellence in Strategic Sponsorship Marketing
Castle Lager - Bread of the Nation	Castle Lager	Ogilvy South Africa	Excellence in Purpose-led Marketing
Castle Lite - Liten Up	Castle Lite	Ogilvy South Africa	Excellence in Brand Positioning
Chow Town, by Nedbank	Nedbank	The Riverbed Agency	Excellence in Integrated Marketing
Chow Town, Nedbank Innovation	Nedbank	The Riverbed Agency	Excellence in Marketing Innovation
DiscoveryBank #FavAppFeature - Unlocking the full potential of your Banking App.	Discovery Bank		Excellence in Resourceful Marketing
DiscoveryBank Real-Time ForexAccounts	Discovery Bank		Excellence in Integrated Marketing
Discovery Miles Hack Black Friday	Discovery Miles	RCK	Excellence in Digital Brand Marketing
Discovery Vitality, Vitality Active Rewards	Discovery Vitality		Excellence in Integrated Marketing
DStv Content Creator Awards 2022	DStv Content Creator Awards	One-eyed Jack	Excellence in Integrated Marketing
DStv Content Creator Awards 2022	DStv Content Creator Awards	One-eyed Jack	Excellence in New Product or Brand Launch
Energizing South Africa with Switch Energy Drink	Switch Energy Drink		Excellence in South African Resonance Marketing

Gillette - Indoda Can Shave	Gillette	EssenceMediacom	Excellence in South African Resonance Marketing
Hollard Daredevil Run	Hollard	Creative Space Media	Excellence in Purpose-led Marketing
How Launching A New Variant Spiced Up Savanna Premium Cider's Growth.	Savanna	Grey Advertising Africa	Excellence in New Product or Brand Launch
How Some "Spice" Cemented Savanna's Brand Positioning.	Savanna	Grey Advertising Africa	Excellence in Brand Positioning
ICC T20 Women's World Cup	International Cricket Council and Cricket South Africa	Levergy	Excellence in Integrated Marketing
ICC Women's T20 World Cup	International Cricket Council and Cricket South Africa	Levergy	Excellence in South African Resonance Marketing
ICC Women's T20 World Cup	International Cricket Council and Cricket South Africa	Levergy	Excellence in Reputation Management
Jacaranda FMs #SafeSpace	Jacaranda FM		Excellence in Integrated Marketing
Jacaranda FMs #SafeSpace	Jacaranda FM		Excellence in Purpose-led Marketing
Jacaranda FMs #SafeSpace	Jacaranda FM		Excellence in Resourceful Marketing
Jungle Heart to Heart	Jungle	Tiger Brands	Excellence in South African Resonance Marketing
KFC SA- Anything For The Taste	KFC SA	Ogilvy South Africa	Excellence in Integrated Marketing
KFC SA- Anything For The Taste	KFC SA	Ogilvy South Africa	Excellence in Brand Positioning
KFC SA- Anything For The Taste	KFC SA	Ogilvy South Africa	Excellence in Reputation Management
KFC SA- Eat Chicken For Breakfast	KFC SA	Ogilvy South Africa	Excellence in Marketing Innovation
KFC SA- Where There's a Bucket, There's a Family	KFC SA	Ogilvy South Africa	Excellence in South African Resonance Marketing
Nando's Affordability Strategy 2.0	Nando's		Excellence in Integrated Marketing
Nando's Bright Sides	Nando's	VMLY&R	Excellence in Digital Brand Marketing
Nando's Bright Sides	Nando's	VMLY&R	Excellence in Marketing Innovation
Nando's The Great Pretender	Nando's		Excellence in New Product or Brand Launch
Nando's Quantum Leap	Nando's	M&C Saatchi Abel	Excellence in Brand Positioning
Nedbank #2Million Digital Internal Campaign	Nedbank	Artifact Advertising	Excellence in Internal Marketing
Nedbank Cup Reality Football	Nedbank	Levergy	Excellence in Strategic Sponsorship Marketing
Nedbank Tasting Notes: A Story of Sound and Wine	Nedbank	Levergy	Excellence in Strategic Sponsorship Marketing
Nedbank Tasting Notes: A Story of Sound and Wine	Nedbank	Levergy	Excellence in Marketing Innovation
Nedbank YouthX	Nedbank	Levergy	Excellence in South African Resonance Marketing
Newbank: How Nedbank launched a fake new bank to accelerate brand reappraisal and digital usage	Nedbank	Joe Public	Excellence in Marketing Innovation
Open Studios X Nando's Art Sponsorship	Nando's	MaMa Creative	Excellence in Strategic Sponsorship Marketing
Oral care on the go with Dentyne	Dentyne	Saatchi & Saatchi	Excellence in Integrated Marketing
Pep - Changing Stations	Pep	Ogilvy South Africa	Excellence in Purpose-led Marketing
Pep Finds	Pep	Ogilvy South Africa	Excellence in Resourceful Marketing
PERi-Post – Changing lives and building brand love	Nando's	TILU Creative	Excellence in Internal Marketing
Project Last Mile - a COVID-19 Vaccination Campaign for Vulnerable Populations	Project Last Mile	Nahana Communications Group	Excellence in Purpose-led Marketing

Sanlam Life of Confidence	Sanlam	Accenture Song	Excellence in Integrated Marketing
Sanlam Life of Confidence	Sanlam	Accenture Song	Excellence in Digital Brand Marketing
Sanlam Life of Confidence	Sanlam	Accenture Song	Excellence in Marketing Innovation
Savanna Cider : The Savanna Comedy Bar	Savanna	Grey Advertising Africa	Excellence in Purpose-led Marketing
Shoprite Homegrown	Shoprite	99c	Excellence in Purpose-led Marketing
Slumberland - Join The Unique	Slumberland	Atomic Digital	Excellence in Integrated Marketing
South Africa goes nuts for Steri Stumpie peanut butter.	Steri Stumpie	Brand Influence	Excellence in Resourceful Marketing
SpendTrend23 - Revealing consumer spending insights with Visa and Discovery Bank	Discovery Bank		Excellence in Reputation Management
Standard Bank uBettina Wethu TV Integration	Standard Bank		Excellence in Strategic Sponsorship Marketing
Takealot : The Jenny Ruyter Saga	Takealot	The Cavalry	Excellence in South African Resonance Marketing
Tinkies - Made with You	Tinkies	Hellosquare	Excellence in Digital Brand Marketing
Tinkies - Made with You	Tinkies	Hellosquare	Excellence in New Product or Brand Launch
Volkswagen - Game On	Volkswagen	Ogilvy South Africa	Excellence in Integrated Marketing
Volkswagen - Game On	Volkswagen	Ogilvy South Africa	Excellence in Digital Brand Marketing
Wild Pursuit Online Marketing Project For South African Airways Museum	South African Airways Museum	Wild Pursuit Online Marketing	Excellence in Resourceful Marketing
Xtra Savings Plus Monthly Subscription, ShopriteX	Checkers Xtra Savings	99c	Excellence in Marketing Innovation

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