

2021 Effie Awards South Africa announces 38 finalists

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[The Association for Communication and Advertising \(ACA\)](#), organiser of the [Effie Awards South Africa](#) has announced that 38 finalists have made it through the first round of judging. Finalists will be competing for a highly coveted Effie in the inaugural Effie Awards South Africa.



A total of 106 entries across 47 categories were adjudicated by a highly experienced and distinguished jury representing the marketing, communications and advertising sector. Drawn from a variety of disciplines including strategy, digital, creative, research, media and marketing, the jury has been tasked with **Awarding Ideas that Work®** and will reconvene in September to adjudicate the shortlist. Winners will be selected at the end of the second round of judging and announced at the Effie Awards Gala event to be held in October.

Jury Chair, Mpume Ngobese notes that the impressively high number of cases and extensive list of categories entered into for the first Effies in South Africa bears testament to the reputation of the globally recognised Effie Awards programme. Additionally, it highlights the resilience and focus of the local industry, in spite of what has at best, been a very difficult year or two.

“When we consider the rather turbulent and uncertain times we have experienced since the onset of the pandemic, the desire and willingness to participate in this first Effie Awards has been a revelation. The quality of submissions was exceptional and posed a real challenge to the jury as they sifted through the remarkably creative and effective work that was presented. We look forward to uncovering the most effective campaigns in the next round of judging and to celebrating our first Effie Awards winners,” comments Ngobese.

The full list of finalists is as follows:

Agency	Campaign	Client
99c Communications	XTRASAVINGS LAUNCH – NO SMOKE AND MIRRORS	Checkers
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Brave Group	Jungle #DoLifeWithHeart	Jungle South Africa
FoxP2	#16DaysOfLight	First for Women (FFW)
Grey Advertising Africa	Virtual ComedyBar	Savanna Cider

Grey Africa / Liquid	Speaking to South African Men Through Their Gogos	Gillette
Joe Public United	You Belong	Brutal Fruit
Joe Public United	GET IT BACK	Castle Milk Stout
Joe Public United	Nedbank Money Secrets – A category-busting blockbuster	Nedbank
Joe Public United	Responsibility: More than just a footnote	South African Breweries
Joe Public United	Sign the Smile Off	Amnesty International
King James Cape Town	TymeBank Brand Launch Campaign	TymeBank Launch Campaign
King James Cape Town	In Sync with Sho Madjozi	Stayfree
King James Group	Sanlam Funeral Cover 2019 Campaign	Sanlam Funeral Cover
M&C Saatchi Abel	Nando's Churros - Same Same But Better	Nando's
M&C Saatchi Abel	"How Rewarding Optimism, Rewarded Us."	Nando's SA
M&C Saatchi Abel	Nando's - Mzansifying Monopoly	Nando's
Ogilvy South Africa	The Little Generosity Shop That Delivered Big Results	Cadbury Dairy Milk
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Ogilvy South Africa	Black Fryday Bucket	KFC South Africa
Ogilvy South Africa	Don't Dread The Shed	DStv Now
Ogilvy South Africa	The Rape Page	Rape Crisis Cape Town
Ogilvy South Africa	THE HOOK APP	KFC
Ogilvy South Africa	The Fabric That United The Nation	Castle Lager
Ogilvy South Africa	'Bold, Brave and Strong' – an icon's revival	Carling Black Label
Ogilvy South Africa	The Rape Page	Rape Crisis Cape Town
Ogilvy South Africa	Winning in snacking 'Wherever. Whenever'	KFC
Ogilvy South Africa	Packed with Purpose	Cadbury Dairy Milk
Ogilvy South Africa	Don't Dread The Shed	DStv Now
Ogilvy South Africa	The Fabric That United The Nation	Castle Lager
Ogilvy South Africa	NXT LVL. Cav Thy Self	Vodacom
Ogilvy South Africa	Sabbatical: A Launch With The Gift Of Time	Volkswagen Touareg
Planit Media	Rate MyPlate	Harvestime
TBWA Hunt Lascaris Johannesburg	Blame No More	Hype Magazine
Think Creative Africa	Yalu Nothing To Hide	Yalu Financial Services
TILT	#IndulgeAllYourSenses with Kellogg's Granola	Kellogg's Granola
Wunderman Thompson	BMW Anywhere	BMW
Wunderman Thompson	#BeTheLight	Vodacom

Winners will be announced at the inaugural Effie Awards Gala on Thursday 14 October 2021.

The Effie Awards South Africa is organised by the ACA with Presenting Partner Sponsor [Provantage Media Group](#), and Sponsors, [Nedbank](#), [Sanlam](#) and [Vodacom](#).

For more information visit the Effie Awards South Africa website at www.effieawards.co.za or visit www.acasa.co.za.

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Association for Communication and Advertising

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