

Judges announced for very first Effie Awards South Africa

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[The Association for Communication and Advertising \(ACA\)](#) and [Effie Awards South Africa](#) are pleased to announce that the jury for the 2021 Effie Awards South Africa has been confirmed.



Members of the jury for the first Effie Awards to be held on African soil are extremely experienced in the marketing, communications and advertising sector, consisting of industry leaders and trail blazers drawn from a variety of disciplines including strategy, digital, creative, research, media and marketing. Highly regarded across the broader industry, the judges will be tasked with **Awarding Ideas that Work®**.

The Effie South Africa Jury will adjudicate entries during the first round of judging taking place from 13 to 17 August 2021, during which entries are reviewed in order to evaluate case success in achieving specific marketing objectives. Round one will result in the selection of a short list based purely on scores. Following this will be round two of judging during which award recipients will be selected and finalists announced. The second round of judging will run from 3 to 7 September 2021.

A Grand Effie judging session will take place from the 5 to 7 October 2021, where a possible winner may be selected from the top tier of gold-winning cases. Judged by a third jury panel made up of C-Suite representatives, the Grand Effie will be awarded to the entry adjudicated *the most effective winning case*.

Says Mathe Okaba, CEO of the ACA: "The judging panel for the first Effie Awards South Africa is truly diverse and representative of the entire sector, consisting of top-level, experienced professionals on both client and agency side. As a whole, they represent a variety of advertising and marketing disciplines, key to an effective and equitable process. The level of experience, coupled with the varied panels adjudicating cases across the first two rounds and Grand Effie, ensures that winning cases would have been subjected to extensive rigour throughout the adjudication process. I'd like to take this opportunity to thank the panel for agreeing to participate and we look forward to announcing the first Effie Awards South Africa winners in October."

The confirmed panel of judges is as follows:

Judge	Designation	Agency/Company Name
Atiyya Karodia	Strategy Director	VMLY&R SA
Ana Carrapichano	Group Managing Director	Mediology
Andrea Quaye	Senior Director, Global Category Lead - Coffee	Coca-Cola
Angie Hattingh	Senior Digital Strategist	Ogilvy SA
Beyers van der Merwe	Marketing Director	PEP Stores
Brett Bruton	Creative Strategy Director	Superunion
Brian Yuyi	CEO	Marketing Association of SA
Candice Armitage	Integrated Strategist	Joe Public United
Candice Goodman	Managing Director	Mobitainment
Carl Ungerer	Head of Digital/Managing Partner	Mediology
Charnè Munien	Integrated Senior Digital Strategic Planner	Joe Public
Danny de Nobrega	Co-Founder	Kilmer & Cruise
Ethel Ramos	Managing Director	Avatar Agency
Fran Luckin	Chief Creative Officer	Grey Advertising SA
Gareth Leck	CEO	Joe Public United
Haydn Townsend	Managing Director	Accenture
Itumaleng Sethebe	Executive Creative Director	The Riverbed
Ivan Moroke	CEO, South Africa, Insights Division	Kantar

Jason Harrison	Managing Director	M&C Saatchi Abel
Joey Khuvutlu	Group Executive	Hellocomputer
Johanna McDowell	Founder and CEO	IAS
Kabelo Collis	Strategist	BlackSwan Assets
Katinka Pretorius	Managing Director	Sunshinegun
Katlego Ditlokwe	Strategy Lead	The Brave Group
Katlego Moutlana	Head of Strategy	Mortimer Harvey
Lebogang Kodisang	Head of Strategy	Pacinamix
Lwandile Qokweni	CEO	Wavemaker SA
Madelaine Fourie	Group Brand Manager	Sappi
Mathieu Plassard	Chief Client Officer	Ogilvy SA
Melusi Tshabalala	Founder and CEO	Everyday Speak
Michael Pearce	Media Director	Mediology
Mick Blore	CEO	Wolves
Mike Jones	Business Unit Head: Digital Marketing	Mediology
Nadia Mohamed	Marketing Director SSA	Mondelez International SA
Natalie Botha	Creative Development Director	Kantar
Neo Segola	Chief Creative - Draftline Johannesburg	ABInbev
Nicole van Blerk	Strategic Media Planner	Meta Media, CT
Paula Hulley	CEO	IAB SA
Quanita Sallie	Media Director, CT	Meta Media, CT

Refilwe Maluleke	Managing Director	Yellowwood Future Architects
Robert Grace	Head of Strategy	M&C Saatchi Abel
Roxy Maqache	CEO	Dessert Arabia
Russell Comrie	Head of Strategy	The 13th Floor
Samantha Condon	Group Managing Director	ETIKET Brand Design and Sum of 21
Sarah Dexter	CEO	MullenLowe South Africa
Simon Spreckley	Chief Creative Officer	Hoorah Digital Consulting
Steve Miller	Chief Strategic Officer	Duke
Stuart Walsh	Chief Strategic Officer	Grey Advertising
Suhyl Limbada	Marketing Director	KFC South Africa
Su-Lise Tessendorf	Executive Marketing Consultant	Independent Consultant
Tarryn Knight	Head of Marketing and Product	Audi SA
Tebogo Motsepe	Head of Brand and Client Insights	Nedbank
Thebe Ikalafeng	Founder and CEO	Brand Leadership Group
Thabang Skwambane	Managing Director	FCB Joburg and Hellocomputer
Thabisa Mkhwanazi	Executive Head of Marketing	Multichoice
Thembaletu Msibi	Marketing Director	BlackSwan Assets
Thulani Sibeko	Chief Brand and Marketing Officer	Standard Bank Group
Tiaan Ras	Chief Brand Dude	ETIKET Brand Design
Tlalane Ntuli	Chief Marketing Officer	Metropolitan Life
Tosin Lanipekun	Executive Director	Advertising Week

Zayd Abrahams	Segment Marketing Head: Retail and Private Banking	FNB
Zorana Safar	Group Operations and Innovations Director	Joe Public

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

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

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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About Effie®

Effie is a global 501(c)(3) non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving thought leadership initiatives and first-class insights into marketing strategies that produce results. The organisation recognises the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

About the ACA

The ACA is the official, representative body for the Communications and Advertising profession in South Africa, representing agencies in the profession (who at present contribute approximately 95% of South Africa's measured ad spend) to government, media and the public. The ACA is a voluntary body formed by and for the industry, focused on and committed to self-regulation and to defending the highest standards of ethical practice.

For more about the ACA visit www.acasa.co.za or call the ACA on (010) 880 3399

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The ACA is the official representative body of South Africa's advertising and communications profession.

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