



SMARTIES SOUTH AFRICA 2023





ABOUT MMA

MMA is a global trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to #ShapeTheFuture.

MMA Global was established in 2003 and has been gathering 800+ corporate members globally ever since.

The MMA's global headquarters are located in New York with regional operations in Europe/Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC).

#SHAPETHEFUTURE #FUTUREOFMARKETING





Since 2003, SMARTIES is the world's only regional modern marketing awards program honouring **outstanding business impact, creative effectiveness** and **innovation** recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing. Launching in South Africa 2010, we are now celebrating 10 years of Marketing excellence with MMA Smarties leading the way as one of the most reputable award bodies in modern marketing and media practices.





MMA SMARTIES PROGRAMME OVERVIEW



SMARTIES Awards Programme

SMARTIES Awards – architecting the future of marketing while delivering growth today. The world’s only innovation award recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing. An annual competition honouring outstanding innovation and creativity resulting in significant business impact.

SMARTIES Business Impact Index

Attracting thousands of submissions annually from around the globe, the Business Impact Index recognizes the best-of-the-best. Our proprietary methodology developed in collaboration with WARC, the global authority on advertising and media effectiveness, compiles the rankings using finalist and winner data from the awards programs across the globe. Search by region or company type.

SMARTIES NEXT! conference

Case Studies, Trends Reports, Research and More

SMARTIES Next! is a valuable in-person industry event for marketing inspiration that invites Marketers to share some of their most innovative work, results, ideas and learnings from across multiple industry sectors within each of the primary Smarties content pillars: **Marketing Impact, Impact Media, Purpose driven Marketing, Creative, Ecommerce and Experience Technology.**

The WARC Media 100 is a ranking of the world's most awarded campaigns and companies in the marketing industry. It tracks the results of media awards programs around the world and is the ultimate benchmarking for media excellence, allowing marketers to compare their performance with that of their peers.

RECMA rankings are globally accepted ranking system for media agencies.

SMARTIES effects The WARC Media 100 along with other reputable awards programs. MMA Smarties is now part of the RECMA Rankings too, meaning all South African Smarties award winners, will now be added to REMCA

- Cannes Lions
- Festival of Media
- Effies
- M&M Awards
- **MMA Smarties**
- WARC Media Awards
 - Adweek Media Plan of the Year
- Internationalist Awards
 - I-COM Data Creativity Awards
- World Media Awards
- D&AD



GLOBAL Awards

SMARTIES X
Global

REGIONAL Awards

North America

APAC

EMEA

COUNTRY Awards

APAC

India

Indonesia

Vietnam

China

Thailand

Philippines

EMEA

MENA

SOUTH AFRICA

TURKEY

UK

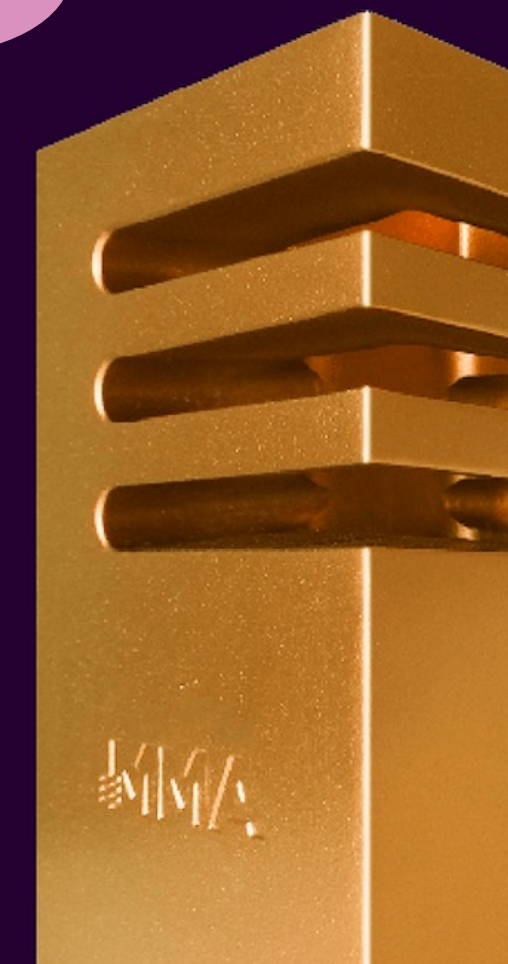
GERMANY

KSA

LATAM

Brazil

Hispanic LATAM





SMARTIES SOUTH AFRICA

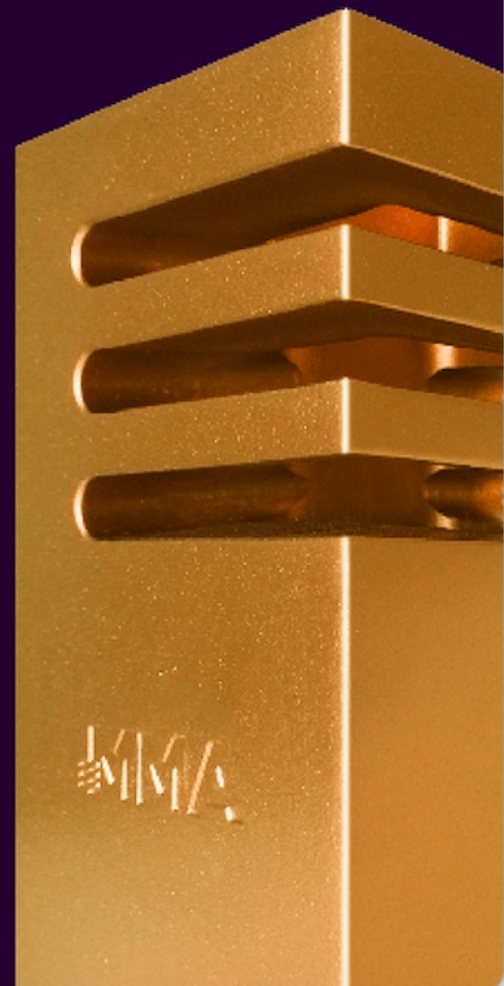


Eligibility:

The campaign should be originated in and / or run within the Sub Sahara African Region between January 2023 and January 2024.

Key Dates for South Africa:

- Submissions Open: 7th September 2023
- Early Bird Deadline: 30th November 2023
- On Time Submission Deadline: 25th January 2024
- Extension Submission Deadline: 7th February 2024
- Pre-Screening Judging process: 12th February- 18th February 2024
- Phase 2 Online CMO Judging: 23rd February – 1st March 2024
- Phase 3 Live Pitch Week: 11th -15th March
- Gala Awards Ceremony: 11th April 2024





SMARTIES SOUTH AFRICA FEES



MMA SA Membership: \$1200 p/a (R25,000)

MMA SA Membership allows each member up to 2 submissions across 3 categories (*value of \$650/R12,400)

MMA SA Brands Standard Partnership: \$3500 p/a (R68,000)

MMA SA Brand Membership allows each member up to 4 submissions across 3 categories (*value of \$1500/ R28,600)

MMA SA Brands Premium Partnership: \$5000 p/a (R95,000)

MMA SA Brand Partner Membership allows each member up to 6 submissions across 3 categories (*Value of \$2250/R42,950)

Non-Member Fees:

Early Bird

On Time

Extended

➤ Base submission fee (Incl. first category):	\$150 (R2,850)	\$200 (R3,800)	\$275 (R5,200)
➤ Second Category:	\$100 (R1,900)	\$125 (R2,380)	\$200 (R3,800)
➤ Third Category:	\$75 (R1,450)	\$100 (R1,900)	\$175 (R3,330)

SA Member Entries:

- over 2 submissions @ 10% discount
- over 4 submissions @ 15% discount
- Over 6 submissions @ 20% discount

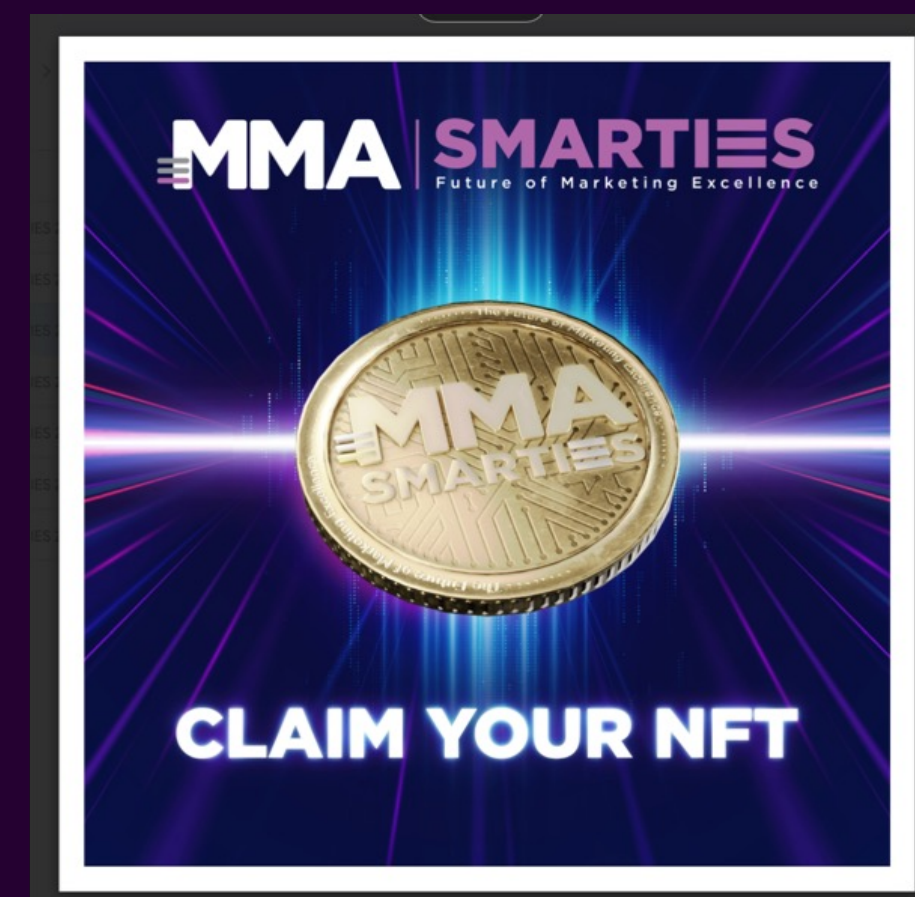


What's in store for 2023!

- ✓ International CMO Jury Panel representation
- ✓ Youth Board Jury Panel representation
- ✓ NFT member benefits

We'll be welcoming back:

- ✓ NFT Awards for all individual team members who contribute to entries
- ✓ Smarties Metaverse for community engagement and showcasing of entries
- ✓ All Gold winners will receive an automatic entry into EMEA Smarties Awards
- ✓ Combining 3 events in 2 days: CMO dinner, Next! event + Gala dinner event



MMA SMARTIES
Future of Marketing Excellence
CONGRATULATION ON BEING SHORTLISTED!



Good day [FIRST NAME],

Congratulations on being shortlisted during this year's awards process.

For the first time ever, the MMA will be recognising all the people who contributed to the development of each shortlisted campaign, including Concept, Copy, Design and Production. Each team member will be rewarded with an exclusively minted MMA NFT which will be programmed to change state based on the SMARTIES Award their campaign may win during the Award Ceremony.

We are happy to announce that your NFT is ready to be claimed. Each of your team members can mint their Trophy by scanning the QR code below:



SMARTIES
AWARDS 1TH YEAR ANNIVERSARY
FUTURE OF MARKETING EXCELLENCE

Smarties NFT Awards

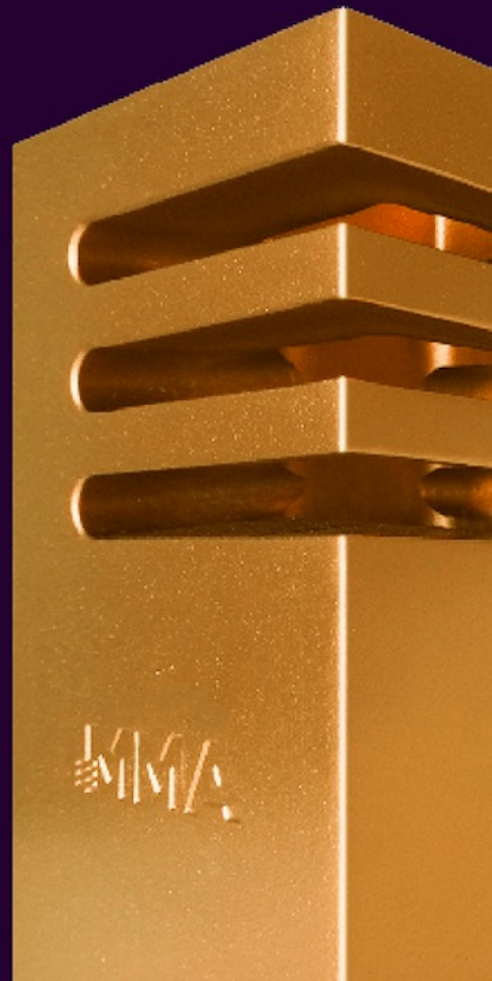
Holding a SMARTIES NFT will not only grant a holder access to the VIP Area in the SMARTIES Mini-Metaverse but will also have long-term benefits beyond this campaign. This includes:

- Early invites to MMA events
- Early invites on MMA Partner events
- Discount on Smarties entries for 2024
- Youth Board Invitations to Podcast and Marketing Minute

Additionally, the NFT holder will also be eligible to avail of gratifications and access to exclusive assets from MMA Global like:

- Events
- Case studies
- Seminars
- Workshops

In partnership with:





 Adam active

 Kim Weary active

 Natalya active

 Alan Fresco offline

 Fletch Skinner offline

Let's set up your Virtual Experience while it loads.

Let's set up your Virtual Experience while it loads.



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Categories for 2023

How to enter





MMA SMARTIES CATEGORIES ANNOUNCED 2023



MARKETING IMPACT

- Brand Experience
- Promotional Instant Impact
- Lead Generation
- Data Insights Marketing
- Product / Services Launch
- Customer Journey Marketing
- Co-Branded Marketing
- Community Building
- Small Budget/Big Impact

EXPERIENCE TECHNOLOGY

- Audio/Voice/Sonic Branding
- Spatial Technology, Metaverse & AR/VR
- Experimental Innovative Technology and Devices
- Programmatic
- Real Time Marketing
- Blockchain & NFT (Non-Fungible Tokens)
- Contextual Targeting
- Digital Out of Home (DOOH)

CREATIVE

- User Experience (UX) & Design
- Personalization
- Short or Long Form video

IMPACT MEDIA

- Omni Channel Integration
- Cross Platform - Digital only
- Gaming, Gamification & E-Sports
- Creator Economy
- Social Media Marketing
- Creator/ Influencer Marketing
- Social Messaging / Chat Apps / Text Messaging

PURPOSE DRIVEN MARKETING

- Social Impact Marketing
- Brand Purpose/Activism
- Diversity & Inclusion
- Sustainability (Brand & Product & Initiative)

E-COMMERCE MARKETING

- Integrated Ecommerce Innovation
- Live (Streaming) E-commerce
- O2O / New Retail / Innovative Sales Channels
- Social / Influencer Commerce

Marketing Impact





MARKETING IMPACT CATEGORY BREAKDOWN



Brand Experience

- Communicating your brand and positioning it in the market is core to business success. Campaigns that showcase excellent marketing strategies bridging the gap between the brand and the consumer, brand growth, development, and enrichment. Includes establishing brand recognition, meaningful relationships, memorable engaging experiences, and unique connections, either in single or multimedia platforms that created a 360-customer experience. Additionally, campaigns may incorporate new-age technological solutions to achieve desired business results and make a significant impact on the business.

Lead Generation

- Campaigns using strategic application of marketing technology that generated prospects & leads resulting in increased sales, conversions, trial, purchase intent or loyalty and retention. Campaigns showcasing example, use of third-party platforms (CRM, CMS, payments systems etc.) to improve retention and efficiency while delivering ROI results & business impact.

Product / Service Launch

- Campaign showcasing an effective customer focused product or service launch. Work that launched or re-launched a product or service highlighting impact your launch had on consumer perception, increase in sales etc. achieved growth and measurable success. Innovation/creativity, clear strategic thinking, effectiveness and tangible results are key points to be shared.



MARKETING IMPACT CATEGORY BREAKDOWN



Promotional Instant Impact

- Best and most effective use of a promotional campaign, either standalone or part of an integrated multi-media – new technologies campaign ranging from contests and coupons to special offers, sweepstakes, and POS/Merchandising. The entry might be a prize draw, a competition, a demo, a coupon, a rebate, a giveaway, a reward scheme, an experiential or an instant win campaign to support the sales and business impact of marketing a product or service directed at either the customer, sales staff, or distribution channel members

Co-branded Marketing

- Success of a co-branded campaign out of a partnership driven on innovation/tech adoption among any of the following: an agency, media owner, brand or ad technology owner, and even brand to brand collaboration showcasing key business impact metrics hinged on collaboration as a key element to the success of the campaign.

Data Insights Marketing

- Transformative approaches to customer insight gathering, to shape marketing strategies or drive campaigns that demonstrate a special effort and/or excellent interpretation of existing data. Technologies such as Blockchain, AI and ML can be used in these initiatives or campaigns. This category welcomes submissions that use innovative brand activity rooted in data-driven customer insights, the acquisition and/or enrichment of data, that demonstrate segmentation or targeting to improve the end users experience with a brand, product or service and that solve a real business problem, but also to contribute to business impact and ROI will score highly. Submissions will not be penalised if there is no creative campaign element to submit along with the entry.



MARKETING IMPACT CATEGORY BREAKDOWN



Customer Journey Marketing

- The campaigns should use at least three touchpoints to create a consistent and compelling dialogue segment that builds trust and loyalty with the customers. The campaigns should also put the customer experience at the forefront of their strategy, delivering best-in-class solutions that meet the customers' needs and expectations. The campaigns should demonstrate how they have improved the customer experience (CX) along the customer journey and how they have leveraged loyalty/CRM programs to achieve brand growth and business success. The entries will be judged on the strength and originality of the idea, the quality and relevance of the execution, and the impact and results of the campaign.

Community Building

- This is for the fans. Campaigns and/or individual measures to set up and activate supporter groups, fan communities and the like. This also includes prospecting/MGM activities. What matters is that one-on-one dialogues have a common goal/connection with the group.

Small Budget / Big Impact

- The campaigns should demonstrate how they maximized the impact of their limited resources and delivered measurable outcomes. The budget range for this category is up to R150K. Entries should include a clear description of the campaign objectives, strategy, execution, and results, as well as evidence of the budget spent.



Impact Media





IMPACT MEDIA CATEGORY BREAKDOWN



Omnichannel integration

- Campaigns utilising digital as core strategy, that demonstrate strategic and tactical thinking in the use of multiple media touchpoints (TV, print, radio, outdoor, PR, direct marketing, etc) to deliver a compelling, business impact while delivering key messages. Media strategy highlighting how the channels came together to deliver outstanding results.

Cross Platform - Digital Only

- Cross platform digital campaign integrating a minimum of 3 applications or mediums that enhances a brand experience. Showcase the various digital platforms and devices used to develop and amplify meaningful consumer engagement and business impact. This may include but is not limited to desktop, mobile, wearable technology, outdoor installations, billboards, retail experiences etc. Submissions for this category should hit the above marks and be strategically customized for each experience while delivering ROI.

Creator Economy

- The creator economy consists of people who, just like any of us, have a hobby that becomes monetizable. In this category you should showcase how your brand has used a creator (influencer or celebrity) to create special content for your campaign with mostly seamless experience. Results should include business impact in terms of awareness, brand experience or sales performance potentially comparing with campaign averages. (This does not include campaigns that solely use an influencer as the face of a brand / product, it should include specific content creation for the campaign by the creator)



IMPACT MEDIA CATEGORY BREAKDOWN



Gaming, Gamification & E-Sports

- Gaming apps, gamification applications or e-sports activities that are either a part of a broader marketing strategy or a stand-alone brand experience. Please be specific in describing how the brand is positioned in the gaming environment and the desired results for the business derived from the campaign.

Social Media Marketing

- Social campaign or strategy with stellar results using one or many social platforms to impact business objectives and/or to enhance relationships with a brand, community, or consumer. Drive sales, engagement, leads or even footfall, demonstrating how client objectives were met and ROI achieved

Social Messaging / Chat Apps / Text Messaging

- Campaigns that demonstrate the innovative and creative use of social messaging apps (e.g. Facebook Messenger, WeChat, Viber) and text messaging (SMS/MMS, RCS) to communicate to a targeted audience to market, inform or help customers in pursuit of brand growth & success having a significant impact on the business as a results.

Creator / Influencer Marketing

- Content related to a brand created by consumers or influencers or celebrities and shared through social media to increase brand engagement, sales, create buzz about a product or service, and boost website conversions, etc. Content could be images, videos, text, audio, etc. Campaign showcasing the business impact and ROI achievements



EXPERIENCE TECHNOLOGY





EXPERIENCE TECHNOLOGY CATEGORY BREAKDOWN



Contextual Targeting

- Use of GPS, geolocation and/or proximity technologies. Brands and tech providers giving their consumers an engaging, personalised and targeted brand experience using proximity technology or location-based data or contextual targeting . Campaign must include specifics on business impact against your marketing goals.

Experimental, Innovative Technology and Devices

- Campaigns enhancing branded experience that make use of experimental technology in an innovative way that wows consumers, helps drive deeper engagement for fans and delivers an unforgettable digital or physical experience for the customer. An application of technology that is genuinely innovative or uses ground-breaking techniques or an unconventional/creative use of existing technology, resulting in significant business impact for a brand. Any Web3 technology, device or wearable that sends and receives data via mobile devices or channels, to engage customers or enhance their experience. Includes hardware, software, wearables, smart watches, digital health products, smart TV's, appliances. Products can be in the market, exist as a prototype or in an incubator stage.

Programmatic

- A campaign that demonstrates how the use of a programmatic / RTB platform improved the targeting and increased the efficiency and effectiveness in buying, selling and creating a digital/mobile advertising solution. As well as campaigns using creative applications of mobile-based intelligent technology. Includes AI, chat-bots, facial recognition, etc. delivering business results maximising the use of automated media solutions to create memorable campaigns



EXPEREINCE TECHNOLOGY CATEGORY BREAKDOWN



Audio/ Voice/ Sonic Branding

- Campaigns that used voice recognition technology, audio identities, or other audio advertising to create consumer demand and engagement, enhance the consumer experience, or reinforce your brand identity. Includes audio logos, audio branding, voice assistant devices, such as Alexa, Google Home, and audio platforms Pandora, Spotify, YouTube

Digital Out-of-Home (DOOH)

- Digital out of home advertising is the integration of offline out-of-home advertising with digital elements. This includes any out-of-home (OOH) display, digital billboard or digital signage that can change its advertising content remotely using addressable electronic, LED, and screen technology but excludes TV advertising and radio advertising. It does not include vinyl or static billboards, bus shelters or other static displays or panels.

Real Time Marketing

- Campaigns showcasing most successful and engaging creative and media execution based on real-time information and platform delivering on the brand's objectives. Campaigns that includes new age technology solution in an immediate and meaningful way delivered for achieving desired business results and business impact.



EXPERIENCE TECHNOLOGY CATEGORY BREAKDOWN



Blockchain & NFT (Non-Fungible Token)

- The move to Web3 means more privacy and less ability to reach customers the way we do now. Marketing and advertising aspires to collect better data and optimize their content for digital platforms. Using data organization tools, they also help combat ad fraud and reduce advertising supply chain mismanagement. Blockchain solutions / NFT campaigns that help brands navigate the increase data security and transparently display consumer practices.

Spatial Technology, Metaverse & AR/VR

- Use of new technology to enhance the visual experience of a brand, product, service, or message. Including, but not limited to AI, AR, VR, robotics, gadgets and electronics, wearables, multi-screen, multi-dimensional experiences and interactive technology. Can be a stand-alone experience, or an extended reality which combines multiple technologies. This category includes Campaigns building first-party communities and experiences for customers, potentially inside the metaverse, and finding advertising opportunities inside metaverse games and meta real estate. This includes partnerships and collaborations with creators to leverage their audiences and bring innovation, impact, and communication power to the brand, such as Brands leveraging spaces or using more permanent spatial features to drive customer engagement through exhibitions, fairs, trade shows, and signage. It also includes Campaigns using immersive large or small-scale digital experiences and events to drive engagement with consumers.

PURPOSE DRIVEN MARKETING





PURPOSE DRIVEN MARKETING CATEGORY BREAKDOWN



Social Impact Marketing

- We believe that marketing can change the world. This award is a recognition to modern-day marketing that drives forward socially responsible marketing that create significant social change and/or deliver against a public service while demonstrating real impact and creativity & translates into a compelling call-to action to effect positive social change. Includes lobbying, fundraising, expanding, informing or positively changing attitudes and behaviours.

Diversity & Inclusion

- Campaigns or marketing programs raising the audience's appreciation by providing the means and opportunities to reduce inequality based on age, sex, sexuality, disability, race, ethnicity, origin, religion or economic (e.g. contractual workers, people with disabilities, small farmers, etc.) and consciousness for the sublime—(painting, sculpture, architecture, music, literature, history)--in order to uplift the lives of people and society at large. Describe creative work or strategy specifically directed to this community and any relevant cultural differences.



PURPOSE DRIVEN MARKETING CATEGORY BREAKDOWN



Sustainability (Brand & Product & Initiative)

- Award that focuses on all aspects of sustainability for a campaign that promotes a brand, product or initiative. It can include corporate sustainability initiatives as well.

Brand Purpose/Activism

- Campaigns that use the brands' platform to promote a cause or social issue including sustainability, to benefit society and give back for the greater good. This can include social, political, corporate sustainability, economic and/or environmental campaigns for brands, products, services, or initiatives addressing a new program or expanding on an existing program. An example would be campaigns focused on giving back to society and promoting social responsibility through a brand's influence and reach.

ECOMMERCE MARKETING





ECOMMERCE MARKETING CATEGORY BREAKDOWN



Social / Influencer Commerce:

- Campaigns showcasing best use of social platform / influencers or celebrities highlighting new community sales models & advertising strategies, creatives capturing consumers attention, interaction and engagement that encourage transactions. Pls share quantifiable results demonstrating how the influencers or celebrities used in the campaign successfully drove brand experience / purpose, traffic, resulting in business impact and ROI

Integrated Ecommerce Innovation

- Campaigns showcasing best use of 360 Ecommerce highlighting marketing & advertising strategies, creatives and online experiences & activations on e-commerce platform to carry out innovative marketing / sales methods to achieve marketing purposes and business results. Pls share quantifiable results demonstrating how the influencers or celebrities used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI



ECOMMERCE MARKETING CATEGORY BREAKDOWN



O2O/New Retail / Innovative Sales Channels:

- The award celebrates the best use of new technologies in O2O marketing, where online and offline channels and data are integrated and innovated to provide users with better participation and buying experience. The campaign should demonstrate how it used media creatively and strategically to connect with consumers and achieve the desired results / business impact. The campaign should also highlight how it used influencers or celebrities to drive brand experience / purpose, traffic, and transactions. The campaign should share quantifiable results that show the effectiveness and ROI of the O2O marketing strategy.

Live (Streaming) E-commerce

- Campaigns showcasing best use of content through Live streaming highlighting marketing & advertising strategies, creatives capturing consumers attention, interaction and engagement that encourage transactions. Please share quantifiable results demonstrating how the influencers or celebrities used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI



CREATIVE





CREATIVE CATEGORY BREAKDOWN



Short or Long Form video:

- Campaigns demonstrating how video advertising was used to create consumer demand and engagement or provide an immersive experience for the viewer. The creative use of digital footage or online video to create or enhance a brand experience or activation. Including, but not limited to, mobile-based VR and 360° video experiences , shoppable video, personalized video, driving effective business results and engagement

User Experience(UX) & Design

- Design practice focused on the emotional and behavioural response to a digital product or service with relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.

Personalisation

- Campaign perfecting the consumer journey & creating personalised marketing or one-to-one marketing to creatively deliver individualised content based on data to recipients within one or more channels driving personalised experiences in real-time

JUDGING CRITERIA, GUIDELINE & PROCESS



The SMARTIES Awards is the world's only global modern marketing awards program honoring innovation, creativity, and success. What makes the SMARTIES so unique is the focus on the impact mobile has on business results, which is evident in the way the judging criteria allocates almost half of all awarded points to results.

20% Creativity

Consumer Engagement
Unique mobile media
Creativity Dynamics

20% Strategy

Strategic objective
Target audience
Creative & Media Strategy
Context

20% Execution

How execution achieved
results
Mobile or Tech
integration

40% Results (Business Impact)

Objective Achieved
Market impact
Innovation
Campaign reception



For the MMA SMARTIES judges to adequately assess the performance of a campaign, the following information is of critical importance:

WHICH KPIS/TARGETS WERE SET AS PART OF THE BRIEF AND WHICH ACTUAL RESULTS WERE DELIVERED?

Entries should provide clear set target and associated data driven results. If the business objective was:

- **Commercially led**, the entry needs to share which target was set and what results were achieved
- **Market share** and or **brand/category ranking related**, the entry should state which improvements were targeted and which results were achieved post campaign
- **Audience led**, the entry needs to share qualitative and quantitative targets, plus provide associated results achieved post campaign.
- **Performance media based**, the entry needs to share which key metrics were planned and which actual results were achieved.
- **Awareness or brand perception related**, the entry should provide a share of voice or brand metrics / KPIs—showing Intended lift./actual results
- **consumer acquisition or retention led**, the entry should provide a clear set of targets agreed, providing quantitative and qualitative data

WHAT INVESTMENTS WERE COMMITTED TO THE CAMPAIGN?

Entries need to disclose the level of investments made to produce and execute campaigns so that the judges may assess cost/performance ratio

- Where possible, cost should be split between production costs and media investments
- Specific ROI or ROAS targets were set as part of the brief, please share those and disclose which actuals were delivered against those targets.



HOW TO ENTER

1. Create a profile on the MMA SMARTIES platform. Create an account – Email / Cell phone number Confirm email / Create unique password
2. Fill in Campaign details
3. Submit supporting information – PDF presentation, URL links, 1-2 min video required

**N/B: entries under Data insights Marketing will not be required to submit creative assets to support and as such will not be penalised*

PRE - SCREENING *

Preliminary qualifying stage

Complete the form and upload your strategy and creative slides, provide links to your URLs

A single campaign can be entered in up to three different categories and across any of the four core pillars.

Preliminary campaigns will be judged online by MMA SA Exec members and senior brand marketers.

Peer judging will result in the shortlisting

- **CAMPAIGNS WILL BE ELIMINATED FROM THIS ROUND BASED ON THE FOLLOWING CRITERIA:**

Incomplete entries

Disqualified campaigns - refer to qualification criteria and eligibility guideline

Campaign duplications - refer to campaign category guide and entry T's &C's



PHASE 2: CMO ONLINE SCORING

- The shortlisted campaign entries will be evaluated by a panel of senior marketer judges. Each campaign will be scored by a minimum of five judges. The voting system will identify the campaigns with the highest marks awarded in each category. Five entries with the highest scores in each category will become the category finalists and will be invited to a virtual pitch presentation

PHASE 3: LIVE PITCH WEEK

- The five finalists per category will receive an invitation to a virtual pitch with the MMA SA Judging Committee.
- The pitch will be moderated with questions asked and recorded
- After the pitch sessions the judges will debate the merits of each of the finalists and will vote to award Gold, Silver or Bronze SMARTIES Awards to the most deserving campaigns in each category
- The SMARTIES Jury Panel will make the final selection of winners. If there are no suitable entries, judges may decline to appoint a winner
- At all stages, a judge's vote will not be counted for any entry submitted by his or her own company in his or her own country. The decision of the SMARTIES Jury Panel in all matters relating to the awarding of prizes will be final and binding





CMO JUDGING PITCH WEEK





CMO Judges dinner

Our CMO dinners provide tech enablers, solution providers and agencies with a unique opportunity to network amongst South Africa's leading Marketers. The CMO dinners takes place prior to both the IMPACT forum and SMARTIES Awards/NEXT conference as a pre teaser/build up to our much-anticipated annual events.



SMARTIES
NEXT!
CONFERENCE

11 APRIL
JOHANNESBURG

#ShapeTheFuture



SMARTIES NEXT! CONFERENCE

Marketers sharing their Success Stories, Case Studies, Trends Reports, Research and More

SMARTIES NEXT! conference as part of the 2023 build up to this year's Smarties awards programme, a celebration of marketing excellence for South African businesses.

The narrative for the event will be based around **Shaping the Future of Marketing Excellence**, also with a focus on innovation and creativity...leading into the countdown to Smarties 2024 awards.

Now in its 10th year, Smarties has successfully built one of the largest online industry resource for marketing inspiration that includes an in-depth repository of marketing case studies in the world, trend reports, research as well as best practices.

Smarties Next brings together the best thinking and experienced of peers, and a whole lot of proprietary science for you and your organisation to not just survive, but to thrive. This is our one time a year to really check on the latest insights, knowledge, and collective wisdom of the industry's best minds.

Our agenda than to help our industry thrive and unite to support CMOs in achieving greater stature and gravitas.

TARGET AUDIENCE

KEY DECISION
MAKERS
BRAND
SOLUTION PROVIDERS

SPEAKERS

10 C-SUITE
MARKETERS

AUDIENCE

- 32% BRAND
- 58 % SOLUTION PROVIDERS
- 10% AGENCY

120

MINUTES OF
CONTENT



SMARTIES NEXT! 2022





Smarties Gala





SMARTIES AWARDS GALA



SMARTIES Awards – architecting the future of marketing while delivering growth today. The world’s only innovation award recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing.

An annual celebration of talent honouring outstanding innovation and creativity resulting in significant business impact.

Our core categories align with our key content pillars MMA SA focuses on through the year, these are:

1. MARKETING IMPACT, 2. IMPACT MEDIA, 3. PURPOSE DRIVEN MARKETING, 4. CREATIVE, 5. ECOMMERCE, 6. EXPERIENCE TECHNOLOGY

TROPHY VARIANTS



DATE : 11th April 2024

VENUE: Johannesburg

- Each entry submitter to receive a blacked-out Smarties Trophy NFT.
- On the night of the Award Ceremony, Smarties Award Winners’ NFTs will change state to reflect their prize.
- Award Ceremony attendees will receive a POP (Proof of Participation) NFT by scanning a QR code at the event.



SMARTIES AWARDS GALA 2022





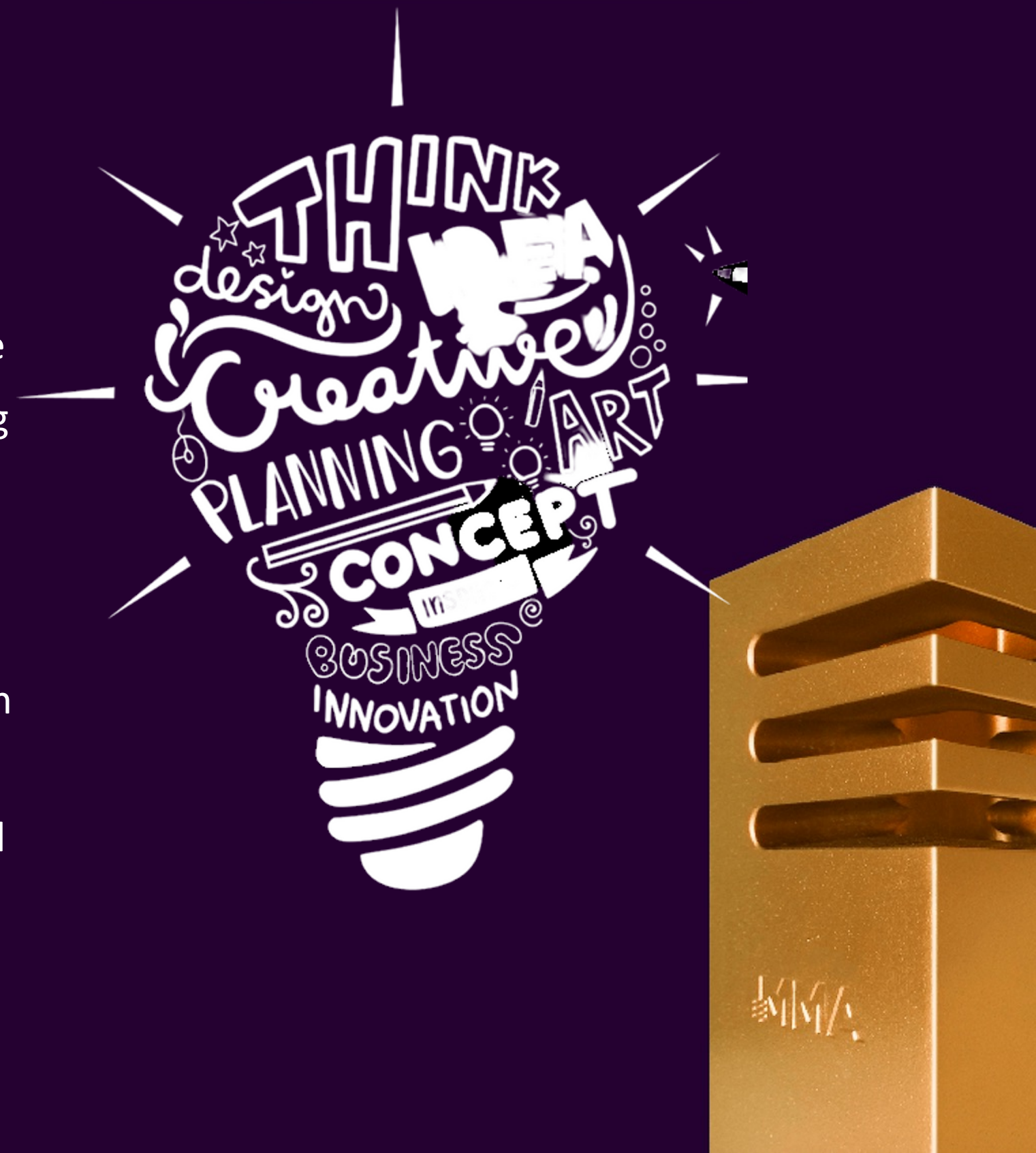


SMARTIES TALKS with MMA Youth Board

APRIL 11th, 2024 in JOHANNESBURG

In today's rapidly evolving world, creativity has become more crucial than ever in the realm of advertising and branding. The theme of "Creativity Redefined" sets the stage for an exploration of innovative ideas, fresh perspectives, and groundbreaking approaches that push the boundaries of traditional notions of creativity.

This theme invites agencies, brands, and industry professionals to challenge conventional thinking and redefine what it means to be truly creative in the modern landscape. It encourages participants to embrace emerging technologies, leverage data-driven insights, and tap into the power of storytelling to create compelling and engaging brand experiences.





SMARTIES SOUTH AFRICA GALA

APRIL 11th , 2024 in JOHANNESBURG



Awards will be given during a dinner celebration at the MASLOW Hotel

17:30 - 18:00 Welcome Drinks & Registration

18:00 - 19:00 SMARTIES Talks featuring MMA Youth Board

19:00 - 22:00 SMARTIES GALA Dinner



Our team is here to help, please get in touch:



Email Address

Sarah.Utermark@mmaglobal.com

Mpho@mmaglobal.com



Website to enter

www.mmasa.org

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