



SMARTIES

**SOUTH AFRICA
2022/23 PLAYBOOK**

TABLE OF CONTENT

1. MESSAGE FROM 2022 MMA SA SMARTIES AWARDS JUDGE CHAIR
2. WORD FROM OUR SPONSORS
- 3.
4. GUIDELINES FOR SUCCESSFUL MMA SMARTIES ENTRIES
5. THE SMARTIES AWARDS JUDGING PROCESS EXPLAINED
- 6.
7. GOLD WINNING TIPS FOR ENTERING THE SMARTIES AWARDS
8. CASE STUDY SMARTIES AWARDS 2021: YONDER MEDIA
- 9.
- 10.
11. THE SHIFT TO WEB 3.0: - WHAT MARKETERS NEED TO KNOW
- NFT WALLET EXPLAINED
- 12.
13. MMA SMARTIES AWARDS 2022: WEB 3.0 CATEGORIES
- 14.
15. MMA SMARTIES AWARDS 2022: MORE NEW CATEGORIES
- 16.
- 17.
18. LIST OF SMARTIES 2021 GOLD WINNERS
- 19.
20. KEY DATES TO REMEMBER

Thank you to our
SMARTIES sponsors



MESSAGE FROM JUDGE CHAIR

The 2021 MMA SA SMARTIES Awards showcased the amazing resilience and innovation from brands and agencies still trying to deal with the fallout from COVID. Not only were they finding unique ways to promote their products, but also new methods to engage with customers in a way that is meaningful, unique and highly creative.

Having been involved in judging Awards in other countries, it is clear to me that South African agencies consistently display a level of creativity that is up there with the best in the world. However, the 2021 SMARTIES showed that this is not just creativity for creativity's sake, it was used to directly impact the client's bottom line.

Looking back, I believe the brands and the agencies who found innovative, creative ways to deal with the constraints of last year, came out not only much stronger but also better able to face the current economic headwinds of 2022.

For the 2022 SMARTIES Awards, we're introducing a number of new categories, many dealing with Web 3.0. With this, the MMA is determined to stay abreast of the changes in the industry and to reward the innovation in this space we're already observing. The new categories include Data Insights, The Internet of Innovation, Spatial Technology, the Metaverse, and Blockchain & NFT, amongst others.

The 2022 judging panel will for the first time this year represent senior leadership in advertising and brand marketing from across Africa. During the final round of judging, we will again run the SMARTIES Virtual Pitch sessions, which we started during COVID and which proved to be a highly effective way to fully understand and evaluate the top campaigns in each category.

An added benefit this year is that SMARTIES Gold Winners can look forward to being automatically entered into the SMARTIES EMEA Awards, which will put them in direct competition with the best that Europe and the Middle East have to offer. Also, our SMARTIES winners will be rated in the MMA SMARTIES Business Impact Index again this year, which identifies, ranks and awards top agencies, advertisers, brands and solution providers driving significant business impact. South African companies have performed extremely well in the past, and I hope we can continue this trend.

Finally, as in the past, I'm looking forward to the immense creativity (and business impact) that will be on display in this year's SMARTIES entries. The very best of luck to all of you.

LUISA MAZINTER

2022 MMA SA SMARTIES Awards Judge Chair and MMA SA Chair Emeritus



WORD FROM OUR SPONSORS



DANIEL COURTENAY

Executive Head of
Digital Marketing

MULTICHOICE GROUP

At the core of what we do as a business, the needs of our customers take priority. As such, MultiChoice is evolving from a traditional video entertainment business into a diversified platform business focused on technology and content aggregation to give customers a seamless customer experience.

Our affiliation with the MMA has given us the incredible privilege to be involved in the South African SMARTIES Awards and connect with like-minded individuals and organisations that are pioneers in their respective spaces. The entries this year have left us in awe and given us a renewed sense of pride in our South African Innovators.



ELIZMA NOLTE

Regional Marketing
Manager Africa

META AFRICA

Meta has been working with the MMA for some time to help elevate and celebrate great mobile advertising. We think the time has never been more exciting for modern marketers to embrace new technologies for business growth.

As Meta we are investing in the future of Web 3.0 and the Metaverse, and it's been exciting to have conversations with marketing leaders this year as we think about the opportunities this will hold for engaging consumers in an immersive way. We also continue to build our core products to give marketers the platforms and experiences to engage consumers in an exciting, zero friction manner. Our Discovery Commerce engine is an example of how marketers can combine a data driven approach with engaging surfaces on Facebook, Instagram and WhatsApp.

With the SMARTIES Awards, we are excited to celebrate some of the best campaigns that have driven business results this year.



SAGREN PATHER

Executive Head:
Platforms and Channel
Management, Media

STANDARD BANK SOUTH AFRICA

At Standard Bank we are obsessed with distinctive client experience as our customers embrace the modernity of an always-on, connected lifestyle. It's our ambition to transform into a platform business by 2025, meeting our clients' needs on the digital platforms where they shop, socialise and do business. Mobility and immediacy have become a huge part of our lives and as consumers we expect seamless experiences during every part of our day.

The SMARTIES Awards is an incredibly important platform for brands and marketers to truly showcase their innovative and creative work. Leveraging the use of technology, data and mobile to create these connected experiences, they enable customers' needs in the right time and right place. The degree of excellence is evidenced in the quality of entries every year and 2021 was no different. Congratulations to all the exceptional winners that created meaningful customer moments and to the MMASA for propelling South Africa's modern marketing agenda.



DENVER DANIELS

Senior Manager:
Mobile Advertising

MTN SOUTH AFRICA

MTN is all about allowing our customers to enjoy the benefits of a modern connected lifestyle. Not only has it been amazing to see the quality and standard of the SMARTIES entries this year, but also the innovative ways the entrants are using mobile marketing tactics.

The introduction of NFT technologies and a push into the Metaverse speaks to the focus on innovation and truly being digital and mobile first. What stood out for me is how the brands and marketers combined new creativity, data and technology into more engaging and compelling campaigns.

The SMARTIES Awards 2021 has seen mobile taking centre stage. It connects us all and it's how we engage, how we consume media, shop, learn and grow. Congratulations to the deserving winners.

GUIDELINES FOR SUCCESSFUL MMA SMARTIES ENTRIES

For the MMA SMARTIES judges to adequately assess the performance of a campaign, the following information is of critical importance. SMARTIES Awards judge Bruno Bertrand, Digital Commerce & Marketing Director at Estee Lauder Companies South Africa, explains.

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

Entries should provide clear set targets and associated data driven results, enabling judges to assess the true business impact of those campaigns.

- If the business objective was commercially led, the entry needs to share which target was set and what results were achieved. This can be expressed as a volume/value/percentage/ranking based lift. If that information cannot be divulged, other metrics should rather be defined as measurement for this campaign.
- If the objective was market share and or brand/category ranking related, the entry should state which improvements were targeted and which results were achieved post campaign.
- If the objective was audience led, the entry needs to share qualitative and quantitative targets, plus provide associated results achieved post campaign.
- If the objective is performance media based, the entry needs to share which key metrics were planned and which actual results were achieved; be it reach, engagement, CPM, CTR, CPC, etc.
- If the objective is awareness or brand perception related, the entry should provide a share of voice or brand metrics / KPIs - showing



- intended lift and actual results achieved.
- If the objective is consumer acquisition or retention led, the entry should provide a clear set of targets agreed upon for those, also providing quantitative and qualitative data showing results achieved.

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
- If specific ROI or ROAS targets were set as part of the brief, please share those and disclose which actuals were delivered against those targets.
- If the campaign is indexed versus prior campaigns performances, highlight the lift achieved across relevant KPIs.

THE SMARTIES AWARDS

JUDGING PROCESS EXPLAINED

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, no video required

PRE - SCREENING *

Preliminary qualifying stage

1. Just complete the form and upload your strategy and creative slides, provide links to your URLs and off we go.
2. Each entrant can submit an unlimited number of campaigns.
3. A single campaign can be entered in up to three different categories and across any of the four core pillars.
4. Preliminary campaigns will be judged online by MMA SA members and senior brand marketers.
5. Peer judging will result in the shortlisting.



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

Incomplete entries

Disqualified campaigns - please refer to qualification criteria and eligibility guideline

Campaign duplications - please refer to campaign category guide and entry terms and conditions.

PHASE 2: JUDGING



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.

FINAL JUDGING: MY SMARTIES VIRTUAL PITCH

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, or to award either Gold, Silver or Bronze awards for any category in any given year.

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.

GOLD WINNING TIPS FOR ENTERING THE SMARTIES



Wondering what to expect when putting your SMARTIES entry together? Craig Miles, Creative Director at Hello Square, who walked away with two gold awards at the 2021 SMARTIES for their Facebook Flavoured Tinkies campaign, offers some tips and tricks.

IN COMPILING YOUR ENTRIES, WHAT TOOK UP THE MOST TIME?

The part that took the longest was gathering all the results and creating the case study boards/videos.

RESULTS: Gathering and assessing results, possibly from various media partners for different campaign elements and the brand itself is often tedious, however, is a critical step in creating a solid case for a campaign that delivers on business results.

CASE STUDY: Making a case study video or board will always be the most time-consuming element and often requires team input or elements to be outsourced - start this early so that you have time to perfect. These need to be crafted, clear and visually impactful while not being too busy with every element of the campaign but what is most important to get a possibly tired judge excited.

THE FINAL PART OF THE SMARTIES JUDGING PROCESS IS A VIRTUAL PITCH BEFORE THE JUDGING PANEL. HOW DID YOU APPROACH THIS? WAS IT AS STRESSFUL AS YOU THOUGHT?

It can be tough, but you are in the final phase because your work holds up, so there is no

need to make it stressful. It's best to familiarise yourself with the whole campaign again. Look at campaign wrap-up reports with all the details, often the entry itself may be light on certain parts and information. Having two key members in those pitches is ideal, one from creative and one from the strategy/account side to field various questions.

DO YOU HAVE TIPS FOR THOSE ENTERING THE SMARTIES FOR THE FIRST TIME?

Case study boards and videos win awards. Judges are reviewing multiple entries and often get tired/bored. Make your case study clear and stand out.

Look at entries from other awards, considering what work you may be up against in the same SMARTIES categories and how your work would stand out. Also plotting various campaigns to ensure your campaigns aren't all cannibalising each other.

WHAT DO YOU KNOW NOW THAT YOU WISH YOU KNEW BEFORE ENTERING?

Who would win in which categories, that would make deciding which categories to enter far easier.

HAVE A LOOK AT HELLO SQUARE'S FACEBOOK FLAVOURED TINKIES CASE STUDY HERE

CASE STUDY SMARTIES AWARDS 2021: **YONDER**



NOT ONLY DID YONDER TAKE HOME TEN MMA SMARTIES AWARDS IN 2021, IT ALSO WON BEST IN SHOW AND MANAGED TO RANK NO. 1 IN THE DIGITAL & SPECIALIST AGENCIES CATEGORY FOR BOTH AFRICA AND EMEA IN THE 2021 SMARTIES BUSINESS IMPACT INDEX. WE TAKE A LOOK AT THEIR AWARD WINNING CAMPAIGNS.

SMARTIES WINNER

CASE STUDY



GOLD WINNER

VOUCHER RELIEF

BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers

AGENCY: YONDER

GOLD: Tech Innovation, Customer Experience

SILVER: App

The MMA SMARTIES 2021 saw a number of excellent campaigns which addressed the challenges brought about by COVID. It was, however, YONDER's work with the Solidarity Fund that captured the judges' attention for not only a rapid two-week execution but also the technological innovation surrounding its platform.

Tasked with creating a mobile solution to provide grocery vouchers to those most affected

by the COVID lockdowns, YONDER utilised its Yomo Platform Tech to produce digital wallets for beneficiaries, with the deposited funds being used to purchase grocery vouchers at all the partaking retailers.

A zero-rated USSD line alongside a WhatsApp bot and SMSs were all employed as points of communication with beneficiaries. When the pilot test proved successful, the disbursements scaled up over the following months, eventually leading to R20 million of food aid helping 40 000 recipients. While YONDER delivered on the primary task, its behavioural analytics dashboard provided further insights into the recipients' retailer preferences, consumer behaviour as well as geographical reach.

[VIEW THE CAMPAIGN ENTRY VIDEO HERE](#)

SMARTIES WINNER

CASE STUDY



GOLD WINNER

KFC VIRTUAL BUCKETS GOLD HUNT

BRAND: KFC South Africa

AGENCY: YONDER

GOLD: Promotion, Mobile Gaming, Gamification & E-Sports

SILVER: Innovation

The hunt for gold was on when KFC tasked YONDER to create a gamified mobile experience to help celebrate its 50th Anniversary. KFC wanted a unique interaction, something that would not only be free to play but also increase the chances of sales. The solution? The KFC Gold Hunt, with consumers seeking out virtual KFC Golden Buckets placed in the vicinity of KFC stores nationwide.

Much like Pokémon GO this was done in augmented reality, but with no app required to collect buckets. Instead the KFC Gold Hunt was browser based through a branded web app, utilising YONDER's YOMO platform integration to the vAtom NFT platform.

Once a bucket was found, players could 'shake' it for the chance of winning instantly redeemable KFC coupons and vouchers, or an actual gold coin. Interest in the campaign escalated quickly, with bucket pickups increasing from 6% in the first weeks, to a considerable 77% in the final one. Importantly, 84% of NFTs (102 036 buckets) were collected by consumers, with 263 000 engaged users taking part in this bucket gold rush.

[VIEW THE CAMPAIGN ENTRY VIDEO HERE](#)

THE SHIFT TO WEB 3.0:

WHAT YOU NEED TO KNOW



There is currently a lot of talk about Web 3.0, but what are the implications of this group of technologies for the local marketing space?

Web 3.0 can be seen as a software evolution, incorporating a number of fascinating concepts such as decentralisation, the blockchain, tokenomics, cryptocurrencies, smart contracts and non-fungible tokens (NFTs), amongst others.

“As a group of technologies, Web 3.0 has the potential to create a fundamental shift across multiple industries, and that includes marketing,” says MMA South Africa’s Chair Emeritus, Luisa Mazinter.

METaverse AND THE USER EXPERIENCE

While talk of NFTs, Bitcoin and the blockchain dominates discussion, it’s worth remembering that Web 3.0 is still a nascent group of technologies. And much like the internet was in its infancy, it’s difficult to predict which of the current Web 3.0 applications will emerge of primary importance and which will fade away. However, no discussion of Web 3.0 is complete without noting the allure of the metaverse. “As a virtual space, the metaverse has the potential to enhance the user experience. It holds the promise of becoming an alternative environment where marketers can engage more meaningfully with prospects and provide rich and interactive advertising opportunities,” Mazinter notes.

Not set to be controlled by just one entity, the metaverse will advance as further progress is made on VR/AR and as more use cases are explored. Indeed, Daniel Courtenay, Executive Head of Group Digital Marketing at MultiChoice

Group adds how more immersive experiences, such as the metaverse and the potential to connect virtually on a global scale, will deliver new and exciting opportunities for brands to engage customers.

PREPARING FOR WEB 3.0 LOCALLY

How should local marketers approach Web 3.0? Courtenay believes Web 3.0 should be embraced but that knowledge is king, with marketers needing to first educate themselves in order to better understand the opportunities that exist. “The Web 3.0 space is complex and there is a lot of noise, but read, learn and consider what the possibilities within the context of your business and vertical are,” he says. “However, just getting started is the most important thing,” he notes, adding that South Africa is five to ten years away from Web 3.0 being ubiquitous.

Locally, the move to Web 3.0 has definitely kicked off, with certain agencies already integrating key technologies in campaigns. The YONDER powered KFC Virtual Buckets campaign (see p10) helped celebrate KFC’s 50th anniversary in the country by sending customers on a ‘gold hunt’. Using augmented reality, customers were able to hunt for Golden Buckets around the vicinity of KFC stores. This was done by smartphone browser without the need for a separate app. If a virtual bucket was found, customers could ‘shake’ it for a chance of winning instantly redeemable KFC coupons and vouchers, or an actual gold coin. These virtual buckets – as well as the prize vouchers and gold coins – were actually NFTs held in a user-friendly custodial wallet. Lauded at the MMA SMARTIES Awards 2021, the campaign won Gold for YONDER in the Promotion, Mobile Gaming, Gamification & E-Sports category.

YONDER CEO Rick Joubert notes: “There is no need to use crypto labels like NFT unnecessarily and risk confusing the consumer. Our mission is to assist brands in bringing this ‘new web’, which includes Web 3.0 technologies, to the mass consumer, eliminating most of the UX friction one typically sees in Web 3.0 technologies at present.”



WEB 3.0 NOW REWARDED

Mazinter believes Web 3.0 will be of exponential significance in the marketing sphere, and that this integration could be nearer than some think. As such, a number of new Web 3.0 related categories have been introduced for this year’s MMA SMARTIES Awards, including The Internet of Innovation, Spatial Technology, the Metaverse and Blockchain & NFT, amongst others. “With the new categories the MMA is trying to stay abreast of the changes in the industry and to reward the innovation in this space that we’re already observing,” she says.

It’s clear then that while certain segments of Web 3.0 are hype driven, as a whole marketers cannot ignore Web 3.0, a sentiment that is shared by Mazinter. “Right now, the Web 3.0 space is still open. Those who can get a head-start will find themselves building up a significant lead over rivals when clients start waking up to the potential of connecting to users in this new environment. This is not the time for a wait-and-see approach, Web 3.0’s time is now,” she concludes.

AN INDUSTRY FIRST SMARTIES SA AWARDS - NOW AS NFTS!

This year’s SMARTIES Award winners are in for a Web 3.0 treat. Apart from the physical trophies handed out to winners, all members of the winning team will receive their award as an NFT. Award-winning teams will receive an email after the SMARTIES providing details on how to claim their NFT awards for each team member.

MMA SMARTIES AWARDS: WEB 3.0 CATEGORIES



In recognition of the impact that local agencies and brands are making in the Web 3.0 space, a number of new categories are debuting at the SMARTIES Awards 2022.

DATA INSIGHTS

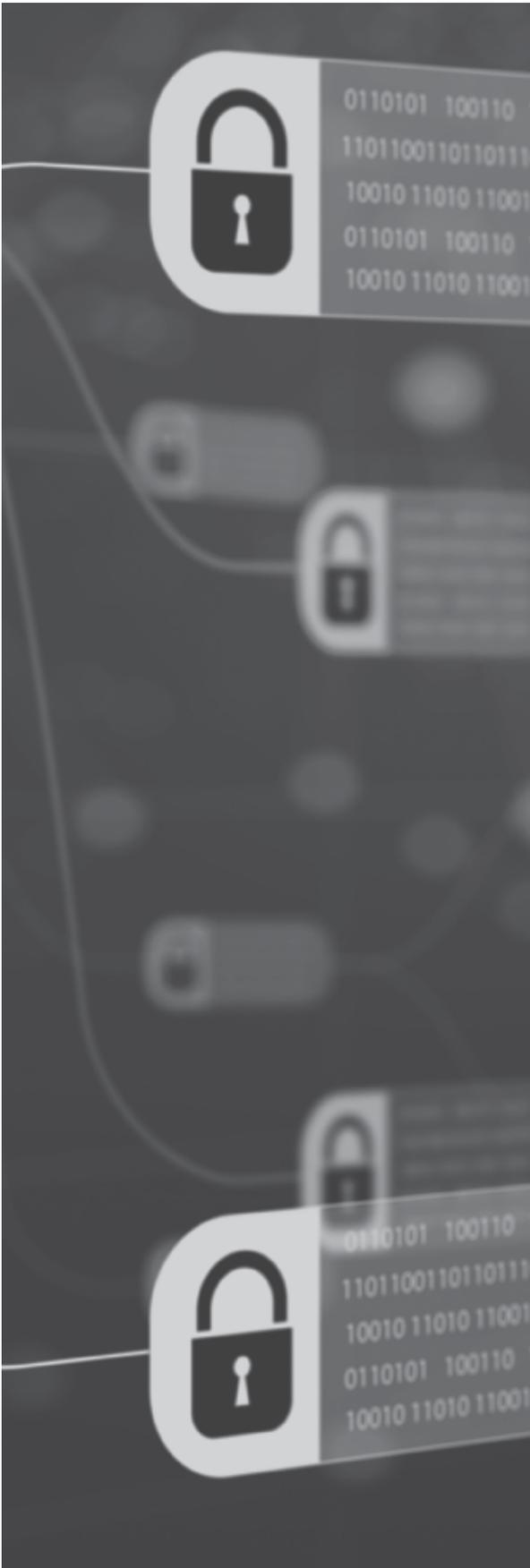
This category includes transformative approaches to customer insight to shape the marketing strategies using AI and ML in their campaigns that seek to recognise innovative brand activity rooted in data-driven customer insight to solve a problem. It must also contribute to the business impact including ROI, demonstrating elements such as segmentation or targeting to improve the end user's experience with a brand, product or service.

THE INTERNET OF INNOVATION / INTELLIGENT DEVICES

Any technology, device or wearable that sends and receives data via mobile-driven internet to engage customers or enhance the experience. This includes hardware, software, wearables, smart watches, digital health products, smart TVs, appliances, etc. Products can be in the market, exist as a prototype or in an incubator stage.

SPATIAL TECHNOLOGY

A campaign using immersive large- or small-scale digital experiences and events which are set up to engage with consumers driving



engagement. This may include but is not limited to VR/AR, multi-screen and multi-dimensional experiences. Furthermore, it includes any brand experience or activation leveraging a space or using a more permanent spatial feature to drive customer engagement. This may include but is not limited to exhibitions, fairs, trade shows and signage. Please share business results.

REAL TIME MARKETING

Campaigns showcasing the most successful and engaging creative and media execution based on real-time information and platform delivering on the brand's objectives are included here. So too campaigns that include new age technology solutions in an immediate and meaningful way delivered for achieving desired business results and business impact.

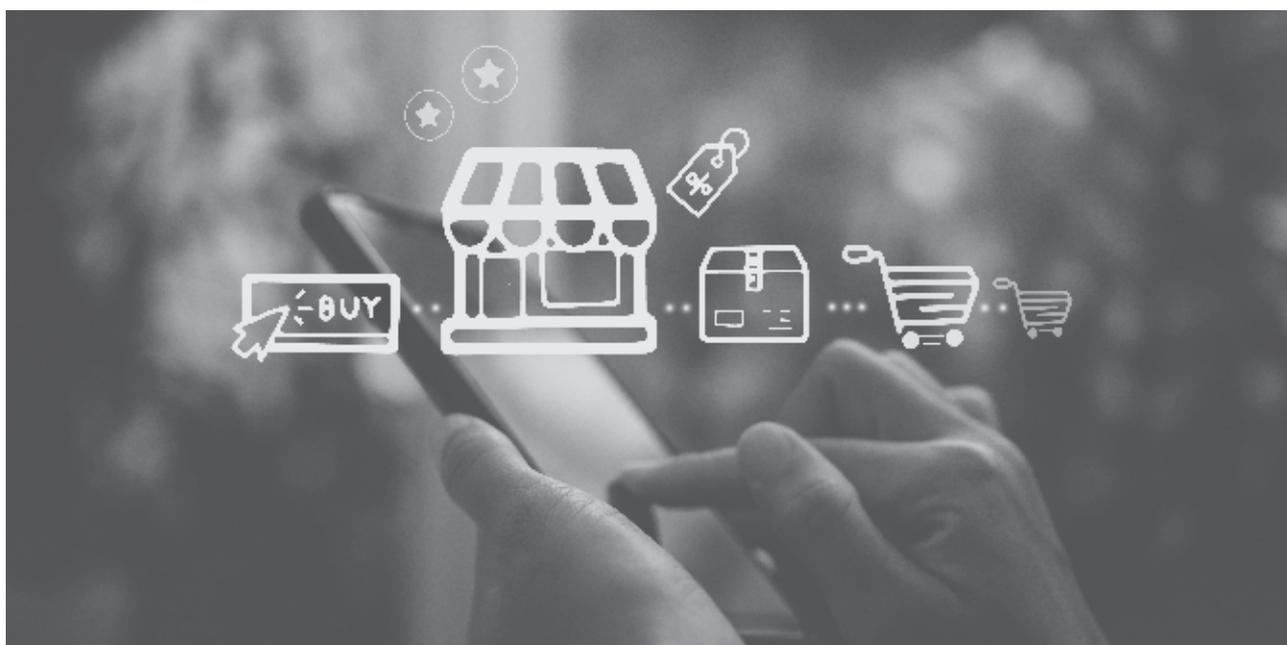
METAVVERSE

A move to Web 3.0 means more privacy and less ability to reach customers the way we do now. Advertising and marketing are changing in the near future with cookies not being available. This category includes campaigns that are building first party communities and experiences for customers (likely inside the metaverse) and finding advertising opportunities inside metaverses (games, meta real estate, etc.) including partnerships and collaborations with creators to leverage their audience and bring innovation, impact and communication power to the brand.

BLOCKCHAIN & NFT (NON FUNGIBLE TOKEN)

Marketing and advertising aspire to collect better data and optimise their content for digital platforms. Using data organisation tools, they also help combat ad fraud and reduce advertising supply chain mismanagement. This is the category for blockchain solutions/ NFT campaigns that help brands navigate the increased data security and transparently display consumer practices.

MMA SMARTIES AWARDS: MORE NEW CATEGORIES



Apart from our awards for Web 3.0, a number of other new SMARTIES categories are making their debut.

PURPOSE AWARDS

» Social Impact Marketing

We believe that marketing can change the world. This category is a recognition of modern-day marketing that drives socially responsible marketing forward. It creates significant social change and/or delivers against a public service while demonstrating real impact and creativity, also translating into a compelling call-to action to effect positive social change. This includes lobbying, fundraising, expanding, informing or positively changing attitudes and behaviours.

» Advocacy/Social Impact Marketing

Campaigns for not-for-profits or government agencies that create significant social change and/or deliver against a public service are included here. This incorporates lobbying, fundraising, expanding, informing or positively changing attitudes and behaviours. Show how your approach added value to your customers and benefitted your organisation.

» Diversity & Inclusion

Included here are campaigns or marketing programmes raising the audience's appreciation by providing the means and opportunities to reduce inequality. This can be based on age, sex, sexuality, disability, race, ethnicity, origin, religion or the economic (e.g. contractual workers, people with disabilities, small farmers, etc.). Also included is consciousness for the sublime (painting, sculpture,

architecture, music, literature, history, etc.) in order to uplift the lives of people and society at large.

MEDIA NOW CHANNEL AWARDS

» Cross Mobile/DIGITAL Integration

This is the category for campaigns which integrate a minimum of three mobile applications or mediums (e.g. apps, mobile web, messaging, video, display, search, etc.). Submissions for this category should hit the above marks and be strategically customised for each experience.

» Cross Platform - Digital

A cross platform digital campaign integrates a minimum of three applications or mediums that enhances a brand experience. Please 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 customised for each experience while delivering ROI.

» New Tech / Channel

The evolving media landscape is fuelled by new technologies that help elevate marketing strategies to enable a closer connection between brands and consumers. If your campaign recognises the creative use of media as part of a wider campaign, showcasing innovative ways media was used to execute the campaign in order to achieve the desired results/business impact, this one's for you.

» Video Advertising

Included here are campaigns demonstrating how video advertising was used to create consumer demand and engagement or to provide an immersive experience for the viewer. This comprises 360° video, shoppable video, personalised video, etc.

» Short or Long Form video

Campaigns showcasing 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, personalised video and more, driving effective business results and engagement

TECH CATEGORY AWARDS

» Mobile Audio/Voice

Campaigns that effectively utilised voice and digital assistant devices, such as Alexa and Google Home. Demonstrate how voice recognition technology was used to solve a problem, drive engagement and/or enhance the consumer experience.

» Audio/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, etc.

» XR Technology - (AR/VR/MR)

Work that uses technology to enhance the visual experience of a brand, product, service, or message. Includes augmented reality, virtual reality, and mixed reality. Can be a stand-alone experience, or an extended reality which combines all three technologies.

» XR Technology - (AR/VR/MR)

Use of existing or new technology to execute or support a media campaign. 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, wearable

and interactive technology etc. Can be a stand-alone experience, or an extended reality which combines all three technologies.

» 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.

E-COMMERCE CATEGORY

» Live (Streaming) E-commerce

Campaign 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 used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI.

» O2O / New Retail / Innovative Sales Channels

Included here are campaigns showcasing

best use of new technologies in O2O, through integration and innovation of online and offline channels and data providing users with better participation and buying experience. Highlight marketing & advertising strategies, creatives capturing consumers attention, targeted, and engaged audience(s) and encouraged transactions. Please share quantifiable results demonstrating how the influencers used in the campaign successfully drove brand experience/ purpose, traffic, resulting in business impact and ROI

CREATIVE CATEGORY

» User Experience (UX) & Design

This includes 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. There must be a 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. This must be based on data to recipients within one or more channels driving personalised experiences in real-time.



LIST OF SMARTIES 2021

GOLD WINNERS



FILLED WITH EXCELLENT CAMPAIGNS, HERE ARE ALL THE GOLD WINNERS AT THE MMA SA SMARTIES AWARDS 2021.



BRAND AWARENESS

CAMPAIGN: South Africa Crowdfunds Medal Bonuses for our Olympians
BRAND: MatchKit
AGENCY: MatchKit and PR Machine

LEAD GENERATION / DIRECT RESPONSE / CONVERSIONS

CAMPAIGN: Facebook Flavoured Tinkies
BRAND: Tinkies
AGENCY: Hellosquare

PRODUCT / SERVICES LAUNCH

CAMPAIGN: Facebook Flavoured Tinkies
BRAND: Tinkies
AGENCY: Hellosquare

PROMOTION

CAMPAIGN: KFC Virtual Buckets "gold hunt"
BRAND: KFC South Africa
AGENCY: Yonder Media

SPECIAL EDITION PENDORING / MULTI-LINGUAL AWARD

CAMPAIGN: KFC Vernac Test
BRAND: KFC South Africa
AGENCY: Yonder Media

CAMPAIGN: Nando's Voice of The People
BRAND: Nando's
AGENCY: VMLY&R

MOBILE GAMING, GAMIFICATION AND E-SPORTS

CAMPAIGN: KFC Virtual Buckets “gold hunt”
BRAND: KFC South Africa
AGENCY: Yonder Media

MOBILE APP

CAMPAIGN: SA Hockey crowdfunds its way to the Olympics
BRAND: MatchKit
AGENCY: MatchKit and PR Machine

SOCIAL MEDIA MARKETING

CAMPAIGN: Dala Your Colour
BRAND: JIVE
AGENCY: Mark1 in partnership with DUKE Advertising and Positive Dialogue

SOCIAL MESSAGING / CHAT APPS / TEXT MESSAGING

CAMPAIGN: A WhatsApp Learning Bot For African Entrepreneurs
BRAND: META
AGENCY: Digify Africa

INNOVATION

CAMPAIGN: KFC “Convince the Colonel” mCommerce launch
BRAND: KFC South Africa
AGENCY: Yonder Media

DATA / INSIGHTS

CAMPAIGN: Checkers Xtra Savings Personalised Offers
BRAND: Checkers Xtra Savings
AGENCY: Shoprite

BRAND PURPOSE

CAMPAIGN: PEP Kids - Wishing the World Well
BRAND: PEP Stores South Africa
AGENCY: Ogilvy

CUSTOMER EXPERIENCE

CAMPAIGN: Voucher Relief
BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers
AGENCY: Yonder Media

TECH INNOVATION

CAMPAIGN: Voucher Relief
BRAND: Solidarity Fund in conjunction with Mthunzi Network, SACC, NHTL and various retailers
AGENCY: Yonder Media



SMARTIES 2022

KEY DATES TO REMEMBER

Looking to enter the SMARTIES this year? Here are a few key dates of note.

19 FEB 2023

Final Submission

MAR 2023

Jury Day

30 MAR 2023

Celebration of Talent
SMARTIES Award Ceremony