

# 2015 AMASA Awards shortlist announced

Issued by [Amasa](#)

14 Oct 2015

The shortlist for the 2015 AMASA Awards have been released. There were 58 entries which the judges felt were worthy of recognition and who ultimately have a chance at winning a category gold award or the Roger Garlick Grand Prix.

## **Best Integrated Campaigns:**

### **FMCG**

- Liquorice (Vaseline Skin App)
- Mindshare (Celebrating 25 Years of Chocolate & Ice Cream Pleasure)
- Carat (Made of Black)



### **Transport**

- Vizeum South Africa (BMW i Born Electric)
- Gloo @ Ogilvy (PoloTag)

### **B2B**

- OMD FUSE (Standard Bank, Business Banking, Bizconnect)

### **Other Goods**

- PHD Media (Front Cover Competition - Canon Front Cover)
- Starcom (Samsung Galaxy S6)
- Carat & BOO! Media (#Makeithappen)

### **Retail**

- MediaShop (Hungry Lion Lucky Bucket Campaign)
- PHD Media South Africa (Gumtree Secret Stash)
- PHD Media (Renovating Billboard - Chamberlains)

### **Cause Related**

- PHD Media (See what good Food can do)
- Liquorice (OMO Fast Kids)
- Mindshare (Helping Spaza owners move their communities forward)

### **Financial**

- East Coast Radio/Mediamark (Comrades Marathon, Do Great Things)
- Liquorice (#TweetDreams)
- Native VML/Mediashop (Nedbank Ke Yona Team Search)

## **Media**

- Vizeum South Africa (BMW Connected Drive)
- Vizeum Cape Town (Santam App)
- Cinemark (Cadbury Marvellous Creations)

### **Best Branded content campaign:**

- Native VML (Nedbank Ke Yona Team Search)
- Playmakers (KFC Cricket Kids stretching with Proteas)
- Carat (Made of Black)
- Ultimate Media (Old Mutual Live - 2 Oceans Marathon)
- OMD Fuse (Standard Bank, Business Banking, Bizconnect)

### **Best Experiential/Event campaign:**

- Mindshare (Magnum Pleasure Store)
- On Point PR (Football Fan Fashion)
- Liquorice (Celebrate Magnum)
- Joe Public (Design Indaba)

### **Best Online Campaign:**

- Vizeum South Africa (BMW Born Electric)
- PHD South Africa (Inflation Bulldog)
- Vizeum South Africa (BMW Connected Drive)
- Vizeum Cape Town (Santam App)
- Liquorice (Instant Inspiration)

### **Best Social Media Strategy:**

- Liquorice (Battle of the Spreads)
- Liquorice (#TweetDreams)
- Vizeum South Africa (BMW Connected Drive)
- PHD Media (#MyCity - Photography Competition)

### **Best Use of Mobile:**

- Mobitainment (Red Bull Kas'Lami Festival Thembisa)
- Cape Peninsula University of Technology (CPUT Mobile)
- Liquorice (OMO Fast Kids)

- Vizeum Cape Town (Santam App)
- Gloo @ Ogilvy (Uber Test Ride)

#### **Best Pro Bono Campaign:**

- Popimedia (Like Change)
- Playmakers (ABSA #ProudlyAfrican)

#### **Best Use of Technology:**

- PHD Media (Talking Billboards)
- PHD Media (Suburb Targeting)
- Media Shop (Hungry Lion Lucky Bucket Campaign)
- Gloo @Ogilvy (KFC Soundbite)

#### **Best Sponsorship:**

- Playmakers (KFC Mini Cricket - Stretching with Kids)
- Native VML (Nedbank Ke Yona Team Search)

#### **Best Contribution by a Media Owner:**

- Eastcoast Radio/Mediamark (Comrades Marathon, Do Great Things)
- Mediamark (Gumtree Secret Stash)
- United Stations (Nedbank Kaya bizz Sponsorship)
- Native VML (Nedbank Ke Yona Team Search)

#### **Best use of a Small Budget:**

- Mobitainment (Red Bull Kas'Lami Festival Tembisa)
- Mindshare (Relieving a Marketing Headache, Grandpa)

#### **Ignition Award (Students):**

- To be announced later this week

The AMASA Awards are set to take place on 22 October at Room Five in Rivonia. Buy your tickets [here](#).

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