

Millward Brown announces South Africa's Top 10 Best Liked Ads for Q3 & Q4 2015

Issued by [Kantar](#)

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Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials.



These are the ads that have been rated as the best liked by the South African audience whom we believe to be the most important critic - the person who ultimately chooses to buy your brand or not. Babies, cute kids and celebs are still engaging audiences, and the local is lekker trend continues and becomes even more emotive; with local humour and authenticity hitting the mark with slice of life stories that tap into fundamental human truths.

#1 ad Q3 2015

Telkom The works for Business DDB South Africa

#1 ad Q4 2015

Vodacom Wedding – Ogilvy & Mather Johannesburg

RANK	AD Q3 2015	CREATIVE AGENCY
1	Telkom: The Works for Business	DDB South Africa
2	Rama Margarine: Crush	Mullen Lowe Johannesburg
3	Spur: Main attraction (rugby)	The Haas Collective
4	Ultramel Custard: Taste of Sunday	Y&R
5	KFC: Emzini Wezinsizwa	Ogilvy & Mather Johannesburg
6	Coca Cola: Distance	McCann Madrid
7	Nestle Bar One: 'Fire Fighter' The Awesome & The Energy	JWT
8	Sunfoil Oil: The Neighbours	Y&R Durban
9	Coca Cola: Billion Reasons to Believe	Ogilvy Africa
10	J&J: Johnsons Soap & Jelly	140BBDO

RANK	AD Q4 2015	CREATIVE AGENCY
1	Vodacom: Wedding	Ogilvy & Mather Johannesburg

2	Coca Cola: Share a feeling, Share a Coke	FCB Johannesburg
3	Telkom: Summer Unlimited	DDB South Africa
4	Toyota: Make your mark in the all new Aygo	FCB Johannesburg
5	Cremora: Derby	Publicis Machine
6	Pampers: Active Baby Dry	Saatchi & Saatchi Brands Rock Cape Town
7	Jelly Tots – Taste Adventure	Red Cherry
8	Liqui-Fruit: #NothingBut	JWT Cape Town
9	Debonairs Pizza: On The Double Feast – Going Home	FCB Johannesburg
10	Stimorol Infinity Chewing Gum: Parachute	Johannes Leonardo

Click here to view all the ads for [Q3](#) & [Q4](#) 2015.

[Adtrack™](#) is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa for over 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on what Adtrack can do for you, contact lizelle.shawe@millwardbrown.com

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