

Gold Smartie for Pep & Ogilvy for messages of hope

Pep's *Wishing the World Well* campaign, took top position in the Brand Purpose category in the Mobile Marketing Association (MMA) South Africa 's Smarties Awards, winning gold in the category with agency, Ogilvy South Africa.



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“This award aligns with our positive brand platform: Life's better with Pep,” says Pep head of marketing, Beyers van der Merwe.

“It also showcases the power of using modern marketing to reach an audience with impact. We’re so privileged to have been a beacon of hope to the nation, thanks to the heartfelt messages of our youth, which this campaign produced,” adds van der Merwe.

Ogilvy South Africa CEO and Creative Chairman Pete Case, says: “We’re very proud to have received this award with our partners Pep. At a time that was so hard for brands to make meaningful connections with their audiences, this work truly stood out.”



2021 SA Smarties Awards winners turn lemons into lemonade
23 Feb 2022



A platform for messages of hope

The campaign gave South African children a platform to spread messages of hope, at a time when the Covid-19-induced lockdown had left so much uncertainty across the nation.

The campaign harnessed their talent to create beautiful Get-Well messages which Pep then shared across integrated digital media platforms.

Through social media, Pep kids were encouraged to create their messages and share them on WhatsApp, Facebook, and Instagram. As the messages started rolling in, animated film content was dynamically produced and re-amplified, showcasing the kids' messages.

Messages created by the campaign were viewed over 34 million times on social media and 1,7 million individual engagements were recorded.

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