

# All the 2015 Smarties winners

The Mobile Marketing Association of South Africa has announced the 2015 South African MMA Standard Bank Smarties winners to a packed audience at the MMA Standard Bank Smarties function, hosted at the Southern Sun Elangeni in Durban on Thursday, 13 August...

The Smarties are part of the only global awards programme created specifically to recognise best-in-class mobile marketing campaigns from around the world.



"It is encouraging to see more brands shifting their budgets to mobile marketing and making use of the highly personalised and interactive channel with the highest reach in South Africa. These awards truly reflect the creativity of our industry, its so inspirational to see the great that we had the pleasure of judging," said Yaron Assabi, Founder of Digital Solutions Group and Chair of MMA SA.

## AWARDS

### 1. Marketing Strategy

#### Brand Awareness

Gold

Hungry Lion Lucky Bucket Campaign

Hungry Lion

Yonder Media in partnership with MediaShop

Silver  
Red Bull Kas'Lami Festival  
Red Bull  
Mobitainment

Bronze  
Connect with Shield  
Unilever - Shield  
Gorilla Creative Media

## Lead Generation

Silver  
#TweetDreams  
SA Home Loans  
Liquorice

Bronze  
Isolezwe Asidlale  
Isolezwe  
Always Active Technologies (AAT)

## Relationship Building / CRM

Gold  
OMO Fast Kids Maths  
Unilever - OMO  
Liquorice

Silver  
Unilever Deals  
Unilever  
Thumbtribe

## 2. Media Strategy

### Cross Media / Cross-Mobile Integration

Gold  
Red Bull Kas'Lami Festival  
Red Bull  
Mobitainment

Silver  
Isolezwe Asidlale  
Isolezwe  
Always Active Technologies (AAT)

Bronze

Shield Mission Call  
Unilever - Shield  
Gorilla Creative Media

## **Messaging**

Gold  
whatsfordinner Chef Wendy  
Unilever - Knorr  
Liquorice

## **Mobile App**

Silver  
TransUnion 1Check  
TransUnion  
Digital Solutions Group

Bronze  
PPC Builder's App  
PPC  
Digital Solutions Group

## **Mobile Website**

Gold  
OMO Fast Kids Maths  
Unilever - OMO  
Liquorice

Silver  
Unilever Deals  
Unilever  
Thumbtribe

## **Mobile Social**

Gold  
AXECESS on Mxit  
Unilever - AXE  
Gorilla Creative Media

Bronze  
Shield Mission Call  
Unilever - Shield  
Gorilla Creative Media

## **3. Enabling Technology**

### **Innovation**

Gold

Instant Inspiration

Unilever - Knorr

Liquorice

Silver

Amarula 25th Birthday

Amarula

Liquorice

Bronze

Shazam - Custom Charts Smirnoff

Smirnoff - Brand

Opera Mediaworks & MEC

## **Mobile Video**

Bronze

Smart Video

Smirnoff - Brand

Opera MediaWorks & MEC

## **4. Special industry awards**

Agency of the Year: Liquorice

Operator of the Year: Vodacom

Best in Class: Unilever's Knorr Instant Inspiration (by Liquorice)

For more, visit: <https://www.bizcommunity.com>