

Which South African brands won on Twitter this year?

Twitter has shared which South African brands won Twitter in 2018 across themes like brand voice, use of 6-second video, brand purpose, and launch moments.



Screengrab from [Independent State of Nandi trailer](#).

There are award-winning, perception-shifting, innovating campaigns happening on Twitter from leading brands across the world every day. We are celebrating the best marketing of the year on Twitter with a curated list of South African brands that won Twitter in 2018. These campaigns represent some of the best creative that taps into the receptive audience on Twitter.

Barry Collins, senior director of Twitter client solutions EMEA commented: "While lots of other apps and platforms are about: 'Look at me', Twitter is saying: 'Look at this'. Twitter has the most valuable audiences, when they are most receptive and is the best platform for launching new campaigns and cutting through to get attention.

"For advertisers in South Africa who want to associate their brands with premium video content, Twitter offers the distinct ability to tie that video conversation to the biggest live moments and live content in the world. These campaigns represent some of the best creative that taps into the receptive audience on Twitter in South Africa, and we are excited to see continued creativity and innovation on the platform in 2019."

Best Brand Voice

The brand that has consistently and strategically been able to define and leverage their own Twitter voice - authentic, fun and maybe even sassy in their Twitter conversation.

[@FNBSA](#)

Throughout this year FNB has made it their priority to be at the forefront of major Twitter conversations and events. This year they dominated major national events such as, [Budget Speech](#) ([#FNBBudgetPlanning](#)) and [BlackFriday](#) ([#BlackFridayMe](#)).

FNB has communicated exceptionally well with its followers and has mastered tapping into key days and owning the conversation in a way that users want to take part in. By doing this FNB has shown its users that they are the brands no.1 priority.

[@NandosSA](#)

Nando's has stood out in the South African media scene for over a decade. They are a brand that is unafraid to be bold, sarcastic and quirky. And they perform as brilliantly on Twitter. The brand is extremely engaging, relevant and is brave enough to address political matters and other social issues swiftly while pushing products.

When it comes to great banter and hard-hitting messages Nando's is the perfect example of how to maintain your voice on Twitter, and use the platform as not only an extension of your media plan but a stage to showcase your brand's personality.

Best Digital to Physical Activation

The brand that brought the magic of Twitter into real life by converging digital and experiential.

[@CastleLiteSA](#)

Castle Lite has spent the past few years associating themselves with the hip-hop scene in South Africa. And so they have created an image and a culture of 'hip-hop'. Every year they host their Castle Lite Unlocks Concerts, along with a host of South African artists there is always an international act (2018 they had Chance The Rapper).

They entice and get the conversation going on Twitter before the announcement of the International act; Using Video Website Cards and a Chatbot they drove ticket sales. During the event, they have a live stream for all those that couldn't make it. The event dominates the Twittersphere.



Castle Lite's 'Unlocks' concert brings the brand's purpose to life

Juanita Pienaar 16 Apr 2018



[@FlyingFishSA](#)

Flying Fish saw a gap in the market. Most Saturdays in South Africa are spent wondering what they can do, and what activities are reliable and safe. Flying Fish came up with [#SaveMySaturday](#), an activation that prompted users to reply with "#SaveMySaturday" within an hour of the initial Tweet being sent out.

Flying Fish would then select 100 people who replied to them that would be sent a 6 pack of Flying Fish in an attempt to save their Saturday.

Best Banter

Two are better than one, and these brands created buzz through Twitter exchanges that led to cheeky moments or product announcements.

[@NandosSA](#)

Nando's has already been named as one of the top brand voices in South Africa and it is their banter that defines their voice. Nando's has built such a remarkable reputation, it seems that they are untouchable. Their persona on Twitter is no different.



Nando's responds to that fake 'azishe' poster

20 Sep 2018



While Nando's does not banter back and forth with consumers - they rather choose to react and call out major events that take place in South Africa such as political, economic, and newsworthy events.

Best CSI Campaign

The brand that took to Twitter to propel good, and create change using its voice and the power of Twitter.

[@SBGroup \(Standard Bank\)](#)

Standard Bank is aware that social media is a place where change can start; where connections are made and where conversations fuel movements. This is why Standard Bank decided to use Twitter to action change.

This belief combined with the confidence that words hold value and meaning, Standard Bank created [#GoodFollowsGood](#). #GoodFollowsGood is a virtual tweet machine where every time someone tweeted using the hashtag #GoodFollowsGood a 3D Printer would print stationery for underprivileged school children in South Africa.



Standard Bank turns #GoodFollowsGood into stationery

6 Sep 2018



Best Brand Propelling Social Change

The brand that used the platform to address social matters and challenged the status quo

[@BlackLabelSA](#)

Carling Black Label is often associated with sport and traditional views of masculinity. However this year Carling Black Label tries to break this mould and take a stance against the negative stereotypes associated with traditional masculinity. In 2018 the brand is all about addressing social matters e.g Women and Child Abuse.

At the beginning of 2018 Carling Black label started their campaign with a flash mob during the halftime of a popular soccer game in South Africa - bringing the message right to Black Label's target market. The activation that took place in the FNB stadium in Johannesburg took the country by storm and [#NoExcuse](#) won multiple awards globally including a Grand Prix.



[#NoExcuse](#): New movement to get Champion Men involved in tackling gender-based violence

30 Nov 2017



[#BoldBraveStrong](#) is a continuation of [#NoExcuse](#): to have a better country let's grow Kings and focus on breaking the mould of toxic masculinity while they are still young.

Throughout this year Carling Black Label has brought this movement to Twitter and used these campaigns to fuel conversations that reach far beyond the conventions of a traditional beer campaign.

Best Video Series on Twitter

The brand that leveraged video and created a video series to spread the word on campaigns in a unique and interesting way.

[@LionLager](#)

Lion Lager knows its audience and knows they are active on Twitter. With this information, Lion Lager created a campaign centred around a video series that spoke to its audience.

Lion Lager created a content series known as [#iLobolaNgeBhubesi](#) (Lion's Lobola) that told a lobola story, which was usually told in Zulu with English subtitles to create a bond between them and their followers.

Telling a lobola story was education as not all South Africans know about lobola negotiations. The success was cemented in Lion Lager's ability to educate, tell a story and push product at the same time.

[@FordSouthAfrica](#)

Ford used a Video Series on Twitter to push their new car's features. The series followed a couple on a road trip to a wedding and aimed to showcase the car's features e.g Hands-Free Calling, Voice Command etc.



Zwelethu Radebe directs choose-your-own-ending Twitter series for Ford Fiesta

Egg Films 8 Aug 2018



Best Way to Fuel Fans

The brand that was able to consistently reward their most devoted fans with exclusive content to drive conversation and excitement on Twitter.

[@KFCSA](#)

The World Cup is one of the biggest moments in the world, and on Twitter, it is one of the biggest conversations. Every World Cup there are key moments that trend and start a conversation, KFC knew this was going to happen and all they had

to do was wait for the opportune moment.



KFC South Africa's hilarious World Cup ad hits 9GAG

Andy Walker 5 Jul 2018



And so by tapping into one of the biggest global conversations in the world, KFC created [#MakeAMealOfIt](#) - To poke fun at soccer stars who overreact on the field and tie into what their fans and followers were saying during this time.

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