

# Effie Awards 2022 finalists announced

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[Effie South Africa](#) is pleased to announce 30 finalists in the 2022 Effie Awards South Africa programme. Finalists were announced and celebrated at the Effie finalist's party held at Hill on Empire's rooftop venue. The event was hosted by Effie South Africa and [The Association for Communication and Advertising \(ACA\)](#), organiser of the Effie programme in South Africa.



Effie Awards finalists earn points toward the global Effie Index and attaining finalist status ensures that agency and client partnerships are globally recognised for having implemented campaigns that delivered against business objectives. This year, finalists got to take home 'the metal' with the introduction of the Effie Finalist Trophy, a welcome addition to any agency or client's brag bag.

The finalist party, complete with incredible views over the Johannesburg skyline was preceded by the Effie Summit at which this year's Keynote was delivered by Google's country director for South Africa, Alistair Mokoena. The address provided highly informative insights into using effective marketing to drive shared inclusive sustainable growth in organisations. The keynote focused on the importance of how Sustainable Development Goals and the 3Ps (People, Planet, Profit) should inform everything we do as an industry.

"The Effie Summit proved to be the ideal precursor to the finalists announcement, as Alistair, a highly respected business leader within the agency world and beyond captivated the attendees with his take on effectiveness and 'the bigger picture'. And then it was time to celebrate like only our industry can, with DJs, music, great food, and incredible views. And importantly, recognising that having earned a 'finalist nod' in an Effie Programme is irrefutable proof of the relevance and effectiveness of the work we deliver as an industry," comments Mathe Okaba, ACA CEO.





This year a total of 85 entries across 42 categories were adjudicated by a highly experienced and distinguished jury representing the marketing, communications and advertising sector and drawn from a variety of disciplines including strategy, digital, creative, research, media and marketing. The jury was tasked with 'Awarding Ideas that Work®', with finalists competing for a highly coveted Effie Award. Winners of the 2022 programme will be announced at the Effie Awards Gala event to be held on 27 October.

Jury chair, Mpume Ngobese noted that the continued desire and willingness to participate in the Effie Awards, backed by a superb quality of entries, is indeed proof that the marketing and communications industry should be taken seriously for its ability to contribute to brand success.

"If 2021 was considered a learning curve, the excellence reflected in the 2022 entries is something worth noting. The jury had their work cut out for them as they read through, unpacked and debated each effectiveness entry in detail. We look forward to announcing this year's most effective campaigns and to celebrating the 2022 Effie Awards winners in October," comments Ngobese.

## The 2022 Effie Awards Finalists:

AGENCY	CAMPAIGN	CATEGORY	CLIENT
99c Communications	Forage & Feast Launch	Retail	Shoprite Group of Companies
Grey Africa/Liquid	It's Dry But You Can Sell In It	Sustained Success – Products, Services	Distell
Grey South Africa	Burger King Value Campaign	Restaurants	Burger King
Joe Public	#eatwithit	Social Good – Brands/Positive Change	AB InBev (South Africa)
Joe Public	How sustained great advertising has become a competitive advantage for the Chicken Licken brand and business	Sustained Success – Products, Services	Chicken Licken
Joe Public	The Anti-Advertising Advertising Campaign	Finance	Nedbank
Joe Public	The Anti-Advertising Advertising Campaign:	Marketing Disruptors	Nedbank
King James Group	Sanlam Savings J/AR	Youth Marketing	Sanlam
King James Group	TymeBank - Save What Matters	Finance	TymeBank
M&C Saatchi Abel	How the winter feels got us more sales	Restaurants	Nando's South Africa
M&C Saatchi Abel	Animals Do What?	Social Good - Brands / Positive Change	NSPCA
M&C Saatchi Abel	Making "Private School Chicken" Always Affordable	Restaurants	Nando's South Africa
M&C Saatchi Abel	How Superbalist.com got South Africans to wear the music they love	Data-Driven / Commerce & Shopper Effies	Dr. Tumi Sebopa
M&C Saatchi Abel	How Superbalist.com got South Africans to wear the music they love over Winter	E-Commerce / Commerce & Shopper Effies	Superbalist.com
The Mob	Pampers MamaUyindlovu, South Africa	Social Good - Brands / Positive Change	Pampers
MetropolitanRepublic Integrated Communications	#ILoveEatingRussians	Performance Marketing	Eskort
Net#work BBDO	#TheMeltdown	Corporate Reputation	Net#work BBDO
Ogilvy South Africa	Bride Armour	Social Good - Brands / Positive Change	AB InBev (South Africa)
Ogilvy South Africa	Bride Armour	Timely Opportunity	AB InBev (South Africa)
Ogilvy South Africa	Growing from Strength to Strength	Sustained Success - Products, Services	AB InBev (South Africa)
Ogilvy South Africa	Change The Tune	Youth Marketing	Kimberly Clark South Africa
Ogilvy South Africa	Castle Lite – Switch to Renewable	Environmental - Brands / Non-Profit	AB InBev (South Africa)
Ogilvy South Africa	Castle Lite – Switch to Renewable	Beverages - Alcohol	AB InBev (South Africa)
Ogilvy South Africa	In Our Own Words	Snacks & Desserts	Mondelez
Ogilvy South Africa	In Our Own Words	Social Good – Brands / Positive Change	Mondelez
VMLY&R (South Africa)	Big Ads for Small Business	Insurance	Hollard
VMLY&R (South Africa)	Big Ads for Small Business	Social Good - Brands / Positive Change	Hollard
VMLY&R (South Africa)	Big Ads for Small Business	Marketing Disruptors	Hollard
VMLY&R (South Africa)	NXT LVL 2.0	Internet & Telecom	Vodacom
WPP Red Fuse	Reigniting Growth with a Smile	Personal Care	Colgate-Palmolive (South Africa)

Tickets for the Effie Awards Gala are exclusively available for purchase online via the following link - <https://bit.ly/3U7WqUG>.

The Effie Awards South Africa is organised by the ACA with sponsors [Nedbank](#), [Sanlam](#), [SAB](#), [RMB](#), [GIB](#), [Aon](#), [Investec](#) and [Metropolitan](#). For more information, visit the Effie Awards South Africa website at [www.effieawards.co.za](http://www.effieawards.co.za) or visit [www.acasa.co.za](http://www.acasa.co.za).

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**Association for Communication and Advertising**

The ACA is the official representative body of South Africa's advertising and communications profession.

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