

SuperSport shines at intl Sports Media Marketing Awards

At the international Sports Media Marketing Awards - the industry Oscars - held in New York, SuperSport won a Gold and three Silver awards.



SuperSport's "Transformers" campaign picked up the Gold for best editing, while Silvers were claimed for "SuperSport Olympics" (best TV campaign), "Transformers" (best use of sound design) and "SuperSport Olympics" (best use of music).

Said Katherine Hughes, SuperSport's on-air manager: "This confirms that our talent is world class. Our team put in enormous work and to be recognised as one of the world leaders is both humbling and inspiring."

The Sports Media Marketing Awards of PromaxBDA is a premier competition dedicated to celebrating the effectiveness and acknowledging the success of marketing, promotion and advertising professionals involved in the sports media marketing community. Launched in 2010, the awards have come to represent excellence in marketing creativity across sports media.

The awards show was hosted by comedian, actor, radio host and best-selling author, Jay Mohr.

SuperSport's New York success follows a similar triumph at PromaxBDA Africa, where 15 awards were won, including best themed campaign, best sports campaign and best directing.

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