

South Africa's Best Liked Ads

Issued by [Kantar](#)

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Millward Brown announces South Africa's Best Liked Ads for Q1&2 2014. For over 30 years now, Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials. These are the ads that are most liked by the South African audience, whom the company believes to be the most important critics, as it they who ultimately choose to buy your brand or not.



| RANK | Q1 2014 AD | CREATIVE AGENCY | Click here to see a PDF of all the ads for Q1. Click here to see a PDF of all the ads for Q2. |
|------|--|------------------------------|--|
| 1 | Gumtree: Gumtree It | Net#work BBDO | |
| 2 | Nokia Lumia 1520: Daughter | JWT New York | |
| 3 | Toyota Corolla: A Car To Be Proud Of | FCB Johannesburg | |
| 4 | Red Bull: World Of Red Bull | Kastner & Partners London | |
| 5 | Jacobs Krönung : Frisbee | Ogilvy & Mather Cape Town | |
| 6 | Jik: The Secret | The Fourth Wall | |
| 7 | KFC: Tastes Like Home | Ogilvy & Mather Johannesburg | |
| 8 | Cell C: SUPACHARGE Shopper | FCB Johannesburg | |
| 9 | Bells Whisky: The Reader | King James | |
| 10 | Omo Auto Liquid: Hug Me Stain | Lowe Istanbul | |
| RANK | Q2 2014 AD | CREATIVE AGENCY | |
| 1 | Samsung UHDTV: Coliseum | CHI & Partners London | |
| 2 | Mini Cooper: Chain Reaction | Heimat | |
| 3 | Mercedes Benz C Class: The Best Knows No Alternative | Net#work BBDO | |
| 4 | Metropolitan: Nonhlanhla | Ogilvy & Mather Cape Town | |
| 5 | Melrose Cheese Strings: Moustache | King James | |
| 6 | Lays Chips: Messi Photo | Tiempo BBDO | |

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| 7 | Toyota Corolla Quest: Parking Garage | FCB Johannesburg |
| 8 | Woolworths: Winter Flavour | Woolworths In-house |
| 9 | Chicken Licken: Truck Driver | Net#work BBDO |
| 10 | Nike Football: Risk Everything | Wieden & Kennedy |

Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.2 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact claire.herman@millwardbrown.com

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