

# All the 2022 Marketing Achievement Awards qualifiers

The qualifiers, across 15 categories, for the 3rd annual Marketing Achievement Awards (MAA) have been announced, ahead of the awards presentation next week.



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Many of the entries demonstrate how the combination of strategic marketing and creativity has the ability to deliver business results according to 49 industry experts who judged this year's entries against strict criteria, including the impact of the marketing campaign on business objectives and bottom line.

The judges also say that the calibre of this year's entries was exemplary, particularly considering the challenges marketers and businesses faced during the pandemic.



## Marketing Achievement Awards' 2022 Marketer of the Year finalists announced

5 Jul 2022



MAA council members and the 2022 judges commented that this year's adjudication process had been extremely thorough and robust including evaluating each written submission against specified criteria, arguing the merits of each top-scoring entry in peer quorums and, in the case of the three leadership categories, conducting online interviews with the nominees and their colleagues to understand these marketers and their work.

The winners of the 2022 MAA's will be announced at an awards event, proudly presented by the SABC, taking place in Johannesburg on the 13 July.

The event will also be livestreamed. You can register [here](#).

## The qualifiers

The qualifiers, in alphabetical order, who met the entry criteria are below or [click here](#).

Entry	Brand/Organisation	Lead Partner	Category
11th Desmond Tutu International Peace Lecture	The Desmond & Leah Tutu Legacy Foundation	Flow Communications	The Sanlam Excellence in Purpose-led Marketing Category
A Collaborative Repositioning of Sea Harvest and McCain as "The Friends in Your Freezer"	Sea Harvest and McCain	CRT Create	The Kantar Excellence in Brand Positioning Category
BIC Buy One, Give One Programme	BIC	Integer/Hotspot	The Sanlam Excellence in Purpose-led Marketing Category
Black Friday Upsized - Standard Bank	Standard Bank	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category
Cadbury Dairy Milk #InOurOwnWords	Cadbury	Ogilvy	The Primedia Outdoor Excellence in Integrated Marketing Category
Cadbury Dairy Milk #InOurOwnWords	Cadbury	Ogilvy	The Sanlam Excellence in Purpose-led Marketing Category
Cadbury Dairy Milk #InOurOwnWords	Cadbury	Ogilvy	The Nando's Excellence in South African Resonance Marketing Category
Castle Lager #InOurBlood	Castle Lager	Mscsports	The Sanlam Excellence in Purpose-led Marketing Category
Castle Lager #InOurBlood	Castle Lager	Mscsports	Excellence in Strategic Sponsorship Marketing
Castle Lite: Renewable Electricity	Castle Lite	Ogilvy	The Nando's Excellence in South African Resonance Marketing Category
Castle Milk Stout One For The Ancestors	Castle Milk Stout	Joe Public United	The Sanlam Excellence in Purpose-led Marketing Category
Castle Milk Stout One For The Ancestors	Castle Milk Stout	Joe Public United	The Nando's Excellence in South African Resonance Marketing Category
Checkers Forage & Feast Range	Checkers	N/A	The Absa Excellence in Marketing Innovation Category
Checkers Sixty60	Checkers	Retroviral Communications	The Absa Excellence in Marketing Innovation Category
Coca-Cola, Launching RealMagic	Coca-Cola	Mediacom	The Google Excellence in Digital Brand Marketing Category
Debonairs Pizza - OTT	Debonairs Pizza	The Mediashop	The Telkom Excellence in Resourceful Marketing Category
Discovery Bank   The Future of Banking. Now.	Discovery Bank	N/A	The Kantar Excellence in Brand Positioning Category
Discovery Bank   The Future of Banking. Now.	Discovery Bank	N/A	The Primedia Outdoor Excellence in Integrated Marketing Category
Discovery Bank   The Future of Banking. Now.	Discovery Bank	N/A	The Google Excellence in Digital Brand Marketing Category
DStv Explora Launch	MultiChoice	The Mediashop	Excellence in New Product or Brand Launch
EasyScan Standard Bank	Standard Bank, EasyScan	M&C Saatchi Abel	Excellence in Internal Marketing
Facebook Flavoured Tinkies	Tinkies	Hellosquare	Excellence in New Product or Brand Launch
Fanta, Colour Every Moment	Fanta	Mediacom	The Google Excellence in Digital Brand Marketing Category
Fixed Deposit Account - Standard Bank	Standard Bank Fixed Deposit Campaign	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category
Flexi Funeral - Standard Bank	Standard Bank, Flexi Funeral Campaign	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category

Flying Fish Smart Drinking #EatWithIt	Flying Fish	Joe Public United	The Sanlam Excellence in Purpose-led Marketing Category
Flying Fish X Uber Eats = Flying Dish	Flying Fish	Joe Public United	The Absa Excellence in Marketing Innovation Category
FNB #TheChangeables Positioning Campaign	FNB	GRID Worldwide	The Kantar Excellence in Brand Positioning Category
GIZ/SPIPA - Climate 360	Climate 360	Flow Communications	The Sanlam Excellence in Purpose-led Marketing Category
Halls Breathe For It	Halls	Ogilvy & Mather	The Kantar Excellence in Brand Positioning Category
Hollard #DoltOnPurpose campaign	Hollard	Flow Communications	Excellence in Internal Marketing
Hollard Big Ads for Small Business	Hollard	VMLY&R	The Sanlam Excellence in Purpose-led Marketing Category
Hollard Daredevil Run 2021	Hollard Daredevil	Creative Space Media	The Sanlam Excellence in Purpose-led Marketing Category
Hollard Daredevil Run 2021	Hollard Daredevil	Creative Space Media	The Primedia Outdoor Excellence in Integrated Marketing Category
How About Now Campaign - Standard Bank	Standard Bank	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category
JacarandaFM Carols	JacarandaFM	Timesquare Advertising	The Sanlam Excellence in Purpose-led Marketing Category
Kellogg's Granola	Kellogg's	TILT Culture	The Google Excellence in Digital Brand Marketing Category
Kellogg's Coco Pops Fills	Kellogg's Coco Pops	Oddinary	The Primedia Outdoor Excellence in Integrated Marketing Category
LexisNexis transformation into a digital B2B powerhouse	LexisNexis	Blacfox	The HKLM Excellence in Brand Marketing B2B Category
Marine Protected Areas Day 2021	South African Association for Marine Biological Research	Flow Communications	The Sanlam Excellence in Purpose-led Marketing Category
Mastercard - She Is...Priceless	Mastercard	Publicis Sapient	The Sanlam Excellence in Purpose-led Marketing Category
MTN Business App of the Year	MTN Business	Creative Space Media	The Sanlam Excellence in Purpose-led Marketing Category
Mugg & Bean   Let them eat Cake	Mugg and Bean	The Mediashop	The Google Excellence in Digital Brand Marketing Category
Nando's @Table Ordering	Nando's	VMLY&R	The Absa Excellence in Marketing Innovation Category
Nando's Always Affordable	Nandos	M&C Saatchi Abel	The Kantar Excellence in Brand Positioning Category
Nando's Bridge Fire	Nando's	Bridges for Music	The Sanlam Excellence in Purpose-led Marketing Category
Nando's community management in crisis	Nando's	VMLY&R	The Google Excellence in Digital Brand Marketing Category
Nando's Gatvol Festive Campaign	Nando's	M&C Saatchi Abel	The Primedia Outdoor Excellence in Integrated Marketing Category
Nando's Grillers Challenge Online	Nando's	N/A	Excellence in Internal Marketing
Nando's Prego	Nando's	M&C Saatchi Abel	Excellence in New Product or Brand Launch
Nando's Tins For Tjips	Nando's	VMLY&R	The Sanlam Excellence in Purpose-led Marketing Category
Nando's "This Is Us!" campaign: Using music to raise the spirit of Nandocas	Nando's	Mama Creative	Excellence in Internal Marketing
Nando's B2B Voucher Programme	Nando's	N/A	The HKLM Excellence in Brand Marketing B2B Category
Nando's Creative Exchange	Nando's	Spier Arts Trust	Excellence in Strategic Sponsorship Marketing
Nedbank - YouthX	Nedbank	Levergy	The Sanlam Excellence in Purpose-led Marketing Category
Nedbank - YouthX	Nedbank	Levergy	The Kantar Excellence in Brand Positioning Category
Nedbank Anti-Advertising Campaign	Nedbank	Joe Public United	The Kantar Excellence in Brand Positioning Category
Nedbank Corporate & Investment Bank	Nedbank Corporate & Investment Bank	Joe Public United	The HKLM Excellence in Brand Marketing B2B Category

Nedbank Cup Play Your Part	Nedbank	Levergy	Excellence in Strategic Sponsorship Marketing
Nedbank Cup Play Your Part	Nedbank	Levergy	The Sanlam Excellence in Purpose-led Marketing Category
Nedbank Runified	Nedbank	Levergy	Excellence in Strategic Sponsorship Marketing
Nedbank Runified Breaking Barriers	Nedbank	Levergy	Excellence in Strategic Sponsorship Marketing
Nedbank Together, Beke Le Beke	Nedbank	N/A	The Nando's Excellence in South African Resonance Marketing Category
Old Mutual COMD-19 Support Campaign	Old Mutual	Publicis	The Sanlam Excellence in Purpose-led Marketing Category
Personal Lending - Standard Bank	Standard Bank Personal Lending	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category
Restaurant ReDiscovery Campaign	Discovery Business Insurance	Røring Creative Kin	The Telkom Excellence in Resourceful Marketing Category
SAB - Responsible. Together	South African Breweries	Joe Public United	Excellence in Reputation Management
Sanlam Digital Brand Marketing   Live with confidence	Sanlam	King James	The Google Excellence in Digital Brand Marketing Category
Sanlam Live with Confidence	Sanlam	King James	The Primedia Outdoor Excellence in Integrated Marketing Category
Sanlam Live with Confidence	Sanlam	King James	The Kantar Excellence in Brand Positioning Category
Sanlam Savings J/AR	Sanlam	King James	The Absa Excellence in Marketing Innovation Category
Savanna Virtual Comedy Bar	Savanna	Grey Advertising Africa	The Absa Excellence in Marketing Innovation Category
Savanna Virtual Comedy Bar	Savanna	Grey Advertising Africa	The Nando's Excellence in South African Resonance Marketing Category
Sea Harvest Fish Fingers: The Mealtime Heroes	Sea Harvest	CRT Create	The Primedia Outdoor Excellence in Integrated Marketing Category
Siyatalabaza Campaign - Standard Bank	Standard Bank, Siyatalabaza	Tradeway	Excellence in Internal Marketing
South African Tourism 'Brand Re-Ignition' campaign	South African Tourism	The Mediashop	The Google Excellence in Digital Brand Marketing Category
Standard Bank - Ngekebalunge MyMo Plus Campaign	Standard Bank	M&C Saatchi Abel	The Google Excellence in Digital Brand Marketing Category
Standard Bank Family Feud	Standard Bank, Family Feud Sponsorship	M&C Saatchi Abel	Excellence in Strategic Sponsorship Marketing
Standard Bank Family Feud Internal Campaign	Standard Bank	N/A	Excellence in Internal Marketing
Standard Bank How About Now Integrated Campaign	Standard Bank	M&C Saatchi Abel	The Primedia Outdoor Excellence in Integrated Marketing Category
Standard Bank Insurance App Launch Campaign	Standard Bank	N/A	The Sanlam Excellence in Purpose-led Marketing Category
Standard Bank Top Women Virtual Summit & Awards	Standard Bank Top Women	Topco Media	Excellence in Strategic Sponsorship Marketing
Standard Bank WalletWise Programme	Standard Bank, WalletWise	M&C Saatchi Abel	The Sanlam Excellence in Purpose-led Marketing Category
Stimorol - Your Flavour. Your Flow	Stimorol	Saatchi & Saatchi	The Kantar Excellence in Brand Positioning Category
Stimorol Retro	Stimorol	Saatchi & Saatchi	The Google Excellence in Digital Brand Marketing Category
The Hollard Trucking Driver Rewards Card Programme	Hollard Trucking	Flow Communications	The Sanlam Excellence in Purpose-led Marketing Category
The Penguin Post, the magazine about books for book lovers	Penguin Random House South Africa	N/A	The Absa Excellence in Marketing Innovation Category
The Pothole Patrol Initiative	Discovery Insure (Partnered with Dial Direct and The City of Johannesburg)	N/A	The Sanlam Excellence in Purpose-led Marketing Category
The Solidarity Fund	The Solidarity Fund	Joe Public United	The Nando's Excellence in South African Resonance Marketing Category
Tiger Brands - Ingram's Skin Sessions	Ingram's	N/A	The Sanlam Excellence in Purpose-led Marketing Category
V&A Waterfront: Joy from Africa to the World	V&A Waterfront	Platform Creative	The Nando's Excellence in South African Resonance Marketing Category

Viceroy	Viceroy	Grey Africa / Liquid	The Nando's Excellence in South African Resonance Marketing Category
Viceroy	Viceroy	Grey Africa / Liquid	Excellence in New Product or Brand Launch

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