

# promaxbda africa AWARDS WINNERS 2014

CAT	CATEGORY TITLE	ENTRY TITLE	COMPANY	RANK
1	BEST TELEVISION IMAGE CAMPAIGN	FEEL EVERY MOMENT	OGILVY & MATHER JOHANNESBURG	GOLD
1	BEST TELEVISION IMAGE CAMPAIGN	THE OSCAR PISTORIUS TRIAL	EJECT MEDIA	SILVER
2	BEST TELEVISION IMAGE PROMO	CHANNEL O	ELECTRONIC MEDIA NETWORK	GOLD
2	BEST TELEVISION IMAGE PROMO	WALKING DEAD	SPITFIRE FILMS	SILVER
3	BEST THEMED CAMPAIGN	WHAT ARE YOU PVRING?	EJECT MEDIA	GOLD
3	BEST THEMED CAMPAIGN	THE DARK KNIGHT	CLEARWATER FOR M-NET MOVIES	SILVER
4	BEST ON-AIR PROGRAM CAMPAIGN	MTV BASE GUINNESS MADE OF BLACK	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	GOLD
4	BEST ON-AIR PROGRAM CAMPAIGN	MTV AFRICA MUSIC AWARDS 2014	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	SILVER
5	BEST NEWS & CURRENT AFFAIRS PROMO	THE OSCAR PISTORIUS TRIAL	EJECT MEDIA	GOLD
5	BEST NEWS & CURRENT AFFAIRS PROMO	KYKNET STEM PROMO	BIRTHMARK FOR KYKNET	SILVER
6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	HAPPILY NEVER AFTER	SET AFRICA	GOLD
6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	NELSON MANDELA REDRAWN	A+E NETWORKS UK	SILVER
7	BEST ENTERTAINMENT PROMO	TELEVISION MANIFESTO ENTERTAINMENT	SABC1	GOLD
7	BEST ENTERTAINMENT PROMO	COME DINE WITH ME - SEASON 3	BBC WORLDWIDE	SILVER
8	BEST REALITY PROMO	BIG BROTHER HOTSHOTS LAUNCH PROMO	BIRTHMARK FOR AFRICA MAGIC	GOLD
8	BEST REALITY PROMO	MASTERCHEF SA	LUCKY BEAN MEDIA AND QUIZZICAL PICTURES	SILVER
9	BEST LIFESTYLE PROMO	HOST WITH THE MOST ON DSTV	STUDIO ZOO FOR DSTV	GOLD
9	BEST LIFESTYLE PROMO	LOVE BAKING	BBC WORLDWIDE	SILVER
10	BEST CHILDREN'S PROMO	NICKELODEON GENIUS BROUGHT TO YOU BY MELROSE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - NICKELODEON	GOLD
10	BEST CHILDREN'S PROMO	ADVENTURE TIME: THE FOX	CARTOON NETWORK MENA AFRICA	SILVER
11	BEST DRAMA PROMO	DR. WHO - 50TH ANNIVERSARY	BBC WORLDWIDE	GOLD
11	BEST DRAMA PROMO	SHERLOCK - SEASON 3	BBC WORLDWIDE	SILVER
12	BEST DRAMA CAMPAIGN	FOX CRIME - ROGUE	FOX INTERNATIONAL CHANNELS - AFRICA	GOLD
12	BEST DRAMA CAMPAIGN	HANNIBAL S2 CAMPAIGN	SET AFRICA	SILVER
13	SCREEN AFRICA BEST MOVIE PROMO	THIS IS STUDIO UNIVERSAL	UNIVERSAL NETWORKS INTERNATIONAL	GOLD
13	SCREEN AFRICA BEST MOVIE PROMO	DSTV BOXOFFICE "RENT 5 & WIN" - DATE NIGHT	STUDIO ZOO FOR DSTV BOXOFFICE	SILVER
14	BEST SPORTS PROMO	SUPERSPORT SOWETO DERBY	T&W	GOLD
14	BEST SPORTS PROMO	ATP/WTA TOUR	CSQUARED	SILVER
15	BEST SPORTS CAMPAIGN	SUPERSPORT FIFA WORLD CUP 2014	T&W	GOLD
15	BEST SPORTS CAMPAIGN	ABSA CURRIE CUP	CSQUARED	SILVER
16	BEST SPECIAL EVENT PROMO	CHANNEL O	ELECTRONIC MEDIA NETWORK	GOLD
16	BEST SPECIAL EVENT PROMO	EARTH HOUR ON DSTV	STUDIO ZOO FOR DSTV	SILVER
17	BEST WEEKLY WONDER	SUPERSPORT US MASTERS	T&W	GOLD
17	BEST WEEKLY WONDER	MENTALIST	UNIVERSAL NETWORKS INTERNATIONAL	SILVER
18	BEST USE OF HUMOUR IN PROMOTION	ABSA CURRIE CUP - THE LINE MARKER	CSQUARED	GOLD
18	BEST USE OF HUMOUR IN PROMOTION	VAN DAMUARY	UNIVERSAL NETWORKS INTERNATIONAL	SILVER

19	THE MAMA AFRICA AWARD	CHANNEL O	ELECTRONIC MEDIA NETWORK	GOLD
19	THE MAMA AFRICA AWARD	MTV BASE GUINNESS MADE OF BLACK "AJUMA"	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	SILVER
20	BEST PROMO NOT USING PROGRAM FOOTAGE	TELEVISION MANIFESTO	SABC1	GOLD
20	BEST PROMO NOT USING PROGRAM FOOTAGE	COME DINE WITH ME - SEASON 3	BBC WORLDWIDE	SILVER
21	BEST PROMO ONLY USING PROGRAM FOOTAGE	MTV BASE GUINNESS MADE OF BLACK "AJUMA"	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	GOLD
21	BEST PROMO ONLY USING PROGRAM FOOTAGE	SUPERSPORT US MASTERS	T&W	SILVER
22	SOMETHING FOR NOTHING	SABC1 MUSIC	SABC1	GOLD
22	SOMETHING FOR NOTHING	EVIL UP CLOSE	A+E NETWORKS UK	SILVER
23	BEST MUSIC COMPOSITION	BIG BROTHER HOTSHOTS LAUNCH PROMO	BIRTHMARK FOR AFRICA MAGIC	GOLD
23	BEST MUSIC COMPOSITION	E.TV 15TH BIRTHDAY GENERIC	E.TV	SILVER
24	DSTV/MNET BEST EDITING	E.TV CHANNEL GENERIC MARCH	E.TV	GOLD
24	DSTV/MNET BEST EDITING	MTV BASE GUINNESS MADE OF BLACK "OPENING SEQUENCE"	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	SILVER
25	SOUND DESIGN AWARD	BOXING THEME PIECE - STEP INTO THE RING	S2MULTIMEDIA	GOLD
25	SOUND DESIGN AWARD	CHANNEL O	ELECTRONIC MEDIA NETWORK	SILVER
26	BEST COPY/SCRIPT WRITING	CHANNEL O	ELECTRONIC MEDIA NETWORK	GOLD
26	BEST COPY/SCRIPT WRITING	TELEVISION MANIFESTO ENTERTAINMENT	SABC1	SILVER
27	BEST DIRECTING	CHANNEL O	ELECTRONIC MEDIA NETWORK	GOLD
27	BEST DIRECTING	SABC2 YOU BELONG	SABC2	SILVER
28	MOST OUTSTANDING PROMO OF THE YEAR	UEFA CHAMPIONS LEAGUE 2014/2015 - FOOTBALL FOREVER	ADMIT ONE PRODUCTIONS	GOLD
28	MOST OUTSTANDING PROMO OF THE YEAR	M-NET - DARK HORSE JUNE	CLEARWATER FOR M-NET	SILVER
29	BEST OUTDOOR POSTER	SSP OUTDOOR POSTER	MASTERS & SAVANT WORLDWIDE	GOLD
29	BEST OUTDOOR POSTER	RHYTHM CITY	E.TV	SILVER
30	BEST PRINT AD	NELSON MANDELA REDRAWN	A+E NETWORKS UK	GOLD
30	BEST PRINT AD	GREAT BRITISH BAKE OFF	BBC WORLDWIDE	SILVER
31	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	NICKELODEON GENIUS BROUGHT TO YOU BY MELROSE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - NICKELODEON	GOLD
31	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	MTV BASE GUINNESS MADE OF BLACK "AJUMA"	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	SILVER
32	SABC BEST INTEGRATED MARKETING CAMPAIGN AWARD	UNATHI MSENGANA CAMEO ROLE - DOC MCSTUFFINS ON DISNEY JUNIOR	THE WALT DISNEY COMPANY LTD.	GOLD
32	SABC BEST INTEGRATED MARKETING CAMPAIGN AWARD	RAISE YOUR HAND INTEGRATED MARKETING CAMPAIGN	MASTERS & SAVANT WORLDWIDE	SILVER
33	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	KYKNET STEM PROMO	BIRTHMARK FOR KYKNET	GOLD
33	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	DSTV CARE MORE - LITTLE FIGHTERS CANCER TRUST	STUDIO ZOO FOR DSTV	SILVER
34	BEST USE OF SOCIAL MEDIA	RAISE YOUR HAND SOCIAL MEDIA	MASTERS & SAVANT WORLDWIDE	GOLD
34	BEST USE OF SOCIAL MEDIA	THE FIG	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - COMEDY CENTRAL	SILVER
35	BEST INTERACTIVE PROMOTION	MTV VIDEO MUSIC AWARDS 2014 "CALL TO ACTION"	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV	GOLD
35	BEST INTERACTIVE PROMOTION	BARCLAYS PREMIER LEAGUE 2014	CSQUARED	SILVER
38	BEST RADIO PROMOTION	DSTV BOX OFFICE WINTER - GRANNY RADIO SPOT	STUDIO ZOO FOR DSTV BOXOFFICE	GOLD
38	BEST RADIO PROMOTION	GREAT BRITISH BAKE OFF	BBC WORLDWIDE	SILVER
39	BEST ON-AIR BRANDING DESIGN	CI INTERNATIONAL REBRAND	MONARCHY	GOLD
39	BEST ON-AIR BRANDING DESIGN	MTV AFRICA MUSIC AWARDS 2014 ON-AIR PACKAGE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - MTV BASE	SILVER
40	BEST ON-AIR IDENT DESIGN	UNIVERSAL CHANNEL IDENTS	NBCUNIVERSAL INTERNATIONAL TELEVISION	GOLD
40	BEST ON-AIR IDENT DESIGN	CI IDENT - CULT	MONARCHY	SILVER

41	BEST PROGRAM TITLE SEQUENCE DESIGN	TALENTS D'AFRIQUE	DREAM ON	GOLD
41	BEST PROGRAM TITLE SEQUENCE DESIGN	THE COMEDY CENTRAL ROAST OF KENNY KUNENE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - COMEDY CENTRAL	SILVER
42	BEST ORIGINAL LOGO DESIGN	CHANNEL O IREQUEST	BIRTHMARK FOR CHANNEL O	GOLD
42	BEST ORIGINAL LOGO DESIGN	CHANNEL O	ELECTRONIC MEDIA NETWORK	SILVER
43	BEST USE OF TYPOGRAPHY	NELSON MANDELA REDRAWN	A+E NETWORKS UK	GOLD
43	BEST USE OF TYPOGRAPHY	NICKELODEON GENIUS BROUGHT TO YOU BY MELROSE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - NICKELODEON	SILVER
44	BEST CG ANIMATION	GLASGOW 2014 COMMONWEALTH GAMES	S2MULTIMEDIA	GOLD
44	BEST CG ANIMATION	CI WINTER IDENT	A+E NETWORKS UK	SILVER
45	BEST VISUAL FX & COMPOSITING	ATP/WTA TOUR	CSQUARED	GOLD
45	BEST VISUAL FX & COMPOSITING	VODACOM SUPERUGBY 2014	ADMIT ONE PRODUCTIONS	SILVER
46	BEST DESIGN WITHOUT FOOTAGE	NELSON MANDELA REDRAWN	A+E NETWORKS UK	GOLD
46	BEST DESIGN WITHOUT FOOTAGE	HOUSE OF CARDS	CLEARWATER FOR M-NET	SILVER
47	MOST OUTSTANDING DESIGN IN PROMOTION	ATP/WTA TOUR	CSQUARED	GOLD
47	MOST OUTSTANDING DESIGN IN PROMOTION	NICKELODEON GENIUS BROUGHT TO YOU BY MELROSE	VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA - NICKELODEON	SILVER
48	THE FUTURE AWARD (PROUDLY SPONSORED BY T&W)	QUEAN GROENEWALD	LEARN 3D	GOLD
48	THE FUTURE AWARD (PROUDLY SPONSORED BY T&W)	NO SILVER AWARDED IN THIS CATEGORY		SILVER
49	DSTV/MNET PROMO ROCKET AWARD	ANNA SABTI	SONY MAX AFRICA & SET AFRICA	GOLD
49	DSTV/MNET PROMO ROCKET AWARD	NO SILVER AWARDED IN THIS CATEGORY		SILVER
50	CHANNEL BRAND OF THE YEAR	CRIME & INVESTIGATION	MONARCHY	GOLD
50	CHANNEL BRAND OF THE YEAR	DSTV NEW CORPORATE IDENTITY	STUDIO ZOO	SILVER