

Revealed: MMA SA Smarties 2018 shortlist!

The MMA SA Smarties shortlist has been announced, as part of the global mobile marketing awards programme that honours innovation and creativity while measuring the impact and success of mobile on business.



Image © [MMA SA website](#)

MMA's country director, Sarah Utermark explained that the impact that mobile has on business in the digital space continues to grow each year. That's why the Smarties maintain their ethos on **measurement and results, coupled with innovation and technology**.

On this year's entries, MMA SA Chair and head judge, and CMO at Tyme Luisa Mazinter, says the standard is impressive, especially as there are so many ways nowadays for brands to reach their customers through mobile, so **agencies are beginning to experiment and innovate** in ways never seen before.



ALL THE MMA SA SMARTIES 2017 WINNERS!

2 Nov 2017



Fellow judge Lana Strydom, executive head of digital, social and content marketing at Vodacom, adds that this led to some great examples on how **bots are being integrated into the customer journey**, allowing for meaningful, repeat engagement if used effectively in the media mix.

The shortlisted work in each category is as follows:

Category	Entry Name	Advertiser Brand	Lead Agency
Products & Services	#ShieldReady	Shield	Gorilla
	Debonairs Smokin' BBQ	Debonairs	AdColony
Lead Generation	KFC CRM Rewards Program	KFC	Yonder Media
	Shoprite Checkers Win a Car	Shoprite	Yonder Media
	Capfin	Capfin	Mindshare
Location based	KFC Zinger	KFC	Vicinity Media
	Lucozade	Suntory	Mindshare
	Dischem – Winter Care Guide	Dischem	Mobidicks
Mobile Social	#ShieldReady	Shield	Gorilla
	Miller Genuine Draft Mbalu Chatbot	Miller	Just Palm
	Pressure Moments	Shield	Gorilla
Mobile Video	OMO Father's Day	OMO	Digitas Liquorice
	Heineken Aurora	Heineken	AdColony
	Knorr What's for dinner Leave No Food Behind	Knorr	Digitas Liquorice
	Volkswagen SA – How to Adventure 360	Volkswagen	Mobidicks
Cross Media	Surf School of Shine	Surf	Digitas Liquorice
	Fruit-Full mobile game	Tru Cape Fruit	Red Cherry Interactive
	Be The Next Champion	Shield	Gorilla
Cross Mobile	Lucozade	Suntory	Mindshare
Innovation	Add Hope VR	KFC	Mark 1
	Miller Genuine Draft Mbalu Chatbot	Miller	Just Palm
	Lucozade	Suntory	Mindshare
	Fruit-Full mobile game	Tru Cape Fruit	Red Cherry Interactive
	Unilever Top Sellers	Unilever	Digitas Liquorice
Brand Awareness	#ShieldReady	Shield	Gorilla
	World Toilet Day 2017	Domestos	Niche Guys
	Killer Combinations	Domestos	Niche Guys
	Add Hope VR	KFC	Mark 1
Relationship Building/ CRM	Unilever Top Sellers	Unilever	Digitas Liquorice
	KFC CRM Rewards Program	KFC	Yonder Media
Social Impact	Coding a Better Future	ABSA	YDigital
	Add Hope VR	KFC	Mark 1

The awards evening will be held on 1 November at the Maslow in Sandton. Visit the [MMA SA website](#), and follow [MMA SA](#) on Twitter for more information.

For more, visit: <https://www.bizcommunity.com>