

MMA EMEA Smarties 2017 winners announced

At the annual Mobile Marketing Awards for Europe, the Middle East and Africa Smarties Awards gala ceremony, held on Wednesday, 25 October 2017 at Swissôtel The Bosphorus in Istanbul, Turkey, the association once again celebrated excellence, innovation and effectiveness in mobile marketing.

Liquorice, a DigitasLBI company, won seven awards, which includes the evening's top honour – the Jury Special Award for its Amarula #NameThemSaveThem campaign – and marks the most awards ever won by a South African agency at the Awards. “It’s great to see South African mobile work getting accolades like this on the global stage,” comments Liquorice founder and CEO, Miles Murphy.



Miles Murphy, founder and CEO of Liquorice.

Digitata Insights was notably the only mobile marketing provider shortlisted for two campaigns in the ‘Marketing within a Mobile Gaming Environment’ category, and won a Silver for its Unstructured Supplementary Service Data (USSD) mobile gamification campaign, ‘The Masterpass Race’.

“We feel privileged to be recognised alongside our clients, among the most highly respected agencies and brands in the world,” says Richard Walton, CEO of Digitata Insights. “And to have two campaigns make the shortlist is truly a phenomenal achievement, of which we’re extremely proud.”

Gabriël Swanepoel, vice president of Product Development and Innovation for Mastercard South Africa, adds: “We are excited that the success of our partnership has been recognised and rewarded with this prestigious industry accolade.”

The Jupiter Drawing Room Cape Town took home a Gold in the 'Promotion' category for the Burger King South Africa #Swhopper campaign.

And Conversation LAB won a Silver in the 'Mobile Search' category. As the only winner in the category, the full service digital and communications agency is immensely proud of the results-driven work they've been doing with client Dunlop Tyres South Africa.

More of SA's mobile campaign success to come

Two South African campaigns were also awarded at the MMA 2017 Global and North America Regional Smarties Awards – a silver and gold to Ogilvy Johannesburg's Supertime Stories for KFC in the Mobile App and Innovation categories, respectively.



MMA SA announces venue and date for MMA SA Forum and Smarties 2017

Mobile Marketing Association 6 Oct 2017



The MMA is the world's leading global non-profit trade association comprised of more than 800 member-companies, from nearly 50 countries around the world. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.



MMA announces first batch of speakers for Forum

Mobile Marketing Association 23 Oct 2017



View all the EMEA winners [here](#), and keep an eye out for the winners from the South African finals next week.

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