

Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q3 & Q4 2017

Issued by [Kantar](#)

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Kantar Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials. These are the ads that have been rated as the best liked by the South African audience whom we believe to be the most important critic - the person who ultimately chooses to buy your brand or not.



The last two quarters of the year see humorous South African stories engaging the audience's attention, with telcos and food competing for the lion's share of attention. The winning ads score high on enjoyment, involvement and positive emotions, entertaining the audience and making the ads memorable and easily recalled.

Congratulations to the following brands and agencies:

#1 AD Q3 2017

Samsung : Knox Seagull | Ogilvy London

#1 AD Q4 2017

Vodacom : Bra Shakes | Ogilvy & Mather
Johannesburg

2017: Q3



RANK	AD	CREATIVE AGENCY
1	Samsung Knox: Seagull	Ogilvy London
2	Vodacom: Meg your day	Leo Burnett
3	Mugg & Bean: #ShareGenerous	FoxP2 Johannesburg
4	Sensodyne: Faces of sensitivity	Grey London
5	Lay's: Elevator	Creator's League (PepsiCo in-house)
6	Dettol: 3 Kinds of moms (Cuts and wounds)	McCann India

7	Debonair Pizza: Levels	FCB Joburg
8	Coca-Cola: Coke & Meals "Paella"	Mercado McCann
9	Samsung Galaxy Note 8: Infinity display	Leo Burnett Chicago
10	Dulux: Weatherguard	Grey Advertising

2017: Q4



RANK	AD	CREATIVE AGENCY
1	Vodacom: Bra Shakes	Ogilvy & Mather Johannesburg
2	MTN: Mic drop	TBWA
3	KFC: Poker night	Ogilvy & Mather Johannesburg
4	FNB eBucks: Akanamali holidays	FoxP2 Johannesburg
5	Cell C: #ConnectYourWay	1886 (a FCB Africa Company)
6	KFC: No batteries	Ogilvy & Mather Johannesburg
7	ABSA: Swiish	FCB Joburg
8	MTN: WOW bundles	TBWA
9	MTN: Made4Me	TBWA
10	Samsung: Galaxy Note 8: Do bigger things	Cheil

Click here to view all the ads for [Q3](#) & [Q4](#) 2017.

[Adtrack™](#) is Kantar Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa for over 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on what Adtrack can do for you, contact lizelle.shawe@millwardbrown.com.

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