

Grey and WPP Liquid win silver at global 2021 Clio Awards

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Language is a vital aspect of our culture. In South Africa, the dawn of democracy was marked by the new government giving 11 of South Africa's languages recognition as official languages. Sadly, autocorrect is still stuck in a decidedly undemocratic mode, where it will correct any word it doesn't recognise into English. This means that an innocent *bathong* suddenly turns into 'bathing'.

Savanna, the smart kid of the cider industry, has found a workaround for this irritation and has done so in the brand's customary dry and witty manner.



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MOBILE PHONES GET A VERNAC MAKEOVER BECAUSE NOT EVERYBODY TEXTS IN DUCKING ENGLISH

PROBLEM: South Africa is no longer a British colony, but our phones are still colonised. Autocorrect still only recognises one of our 11 official languages. You guessed it... English. Although there have been attempts to teach spellcheck to spell our names, no-one's tried to teach our mobile devices, used for our most intimate communication, to speak our South African languages. And it's killing our indigenous languages.

SOLUTION: Savanna Cider, South Africa's most loved cider, got ducking tired of this and set out to liberate people's phones through a simple hack.

Phones don't autocorrect anything saved to your contacts. So we created contact files for each of South Africa's other 10 official languages. Each contact file was populated with the 500 of the most used words in each language.

We then made the files available for users to download and save. When saved, autocorrect 'recognises' the words and doesn't try to change them. The lovely contact file was turned into an instrument of emancipation.

HOW IT WORKS:
1. Visit the mobile site: <https://savannacider.com/decolonise>
2. Choose your preferred language(s)
3. Save the custom .vcf file to your contacts
4. Your texts have been liberated

RESULTS:
Downloads per day during the campaign, across all 11 languages.
700+ 📱📱📱📱📱📱📱📱📱
Downloads continue despite the campaign having ended.
Coverage on all major TV and Radio
News stations 📺📺
Media Impressions
11 500 000 📺📺📺
Facebook engagement rate
10.7% 77 X INDUSTRY AVG 📺📺
Twitter engagement rate
4.1% 50 X INDUSTRY AVG 📺📺
All for less than
\$20k MEDIA SPEND 📺

How it works:
Simply save a contact file with you're the most used words in your preferred language to your phone and start expressing yourself unapologetically in your OWN language.

Bilingual?
You can download as many languages as you like.

Logos: Ad Age, SABC NEWS, ENCA, 747, heart FM, Jacaranda FM

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Their efforts were acknowledged at the 2021 Clio Awards, where Grey and WPP Liquid received silver in the Digital/Mobile - Emerging Technologies category for Savanna's 'Decolonise Auto Correct' campaign.

Grey Advertising Africa's chief creative officer, Fran Luckin, explains: "It is so gratifying to see this piece being recognised by international judges on a global stage."

"Being awarded in the pioneering **Digital/Mobile - Emerging Technologies** category is testament to our effectiveness in navigating the industry with game-changing campaigns and illustrates the value of sticking with a creative idea for as long as it takes to execute. Over two years in the making, 'Decolonise Auto Correct' has finally stepped into the limelight," Luckin adds.



Grey Africa scoops a few birds at the #Loeries2020

Grey Africa 4 Dec 2020



About the Clio Awards

The Clio Awards is an annual award programme that recognises innovation and creative excellence in advertising, design and communication as judged by an international panel of advertising professionals. *Time* magazine described the event as the world's most recognisable international advertising awards.

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