

# Kantar announces South Africa's Top 10 Best Liked Ads for Q3 and Q4 2018

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Kantar'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 2018 see a huge South African theme emerging to engage the audience's attention, peppered with local humour. You've got to love the detail in Chicken Licken's '3 pieces for Durango', where the car guard helps the horse 'reverse' out its bay. Slice of life stories like Mrs Balls, who created a great soundtrack that speaks to the brand, and the appearance of the occasional celebrity (to help you cook a better dinner while watching telly and your fav ads).

Local ad agencies are enjoying the kudos in this list, with only one global agency present, Wieden + Kennedy Amsterdam who incidentally is telling a South African story anyway. Samsung's new ad also 'shows' instead of 'tells' about its capabilities, and there are some great purposeful ads from Nike and Domestos. We note this time around that babies and pets are somewhat conspicuous by their absence!

The winning ads score high on enjoyment, involvement and positive emotions, entertaining the audience and making the ads memorable and easily recalled.

Who will win 2018's Best Liked Ads? (drum roll...) Keep your eye out for the announcement on 10 July.

## Congratulations to the following brands and agencies:

### #1 AD Q3 2018

Debonairs Pizza: Big Nyana  
FCB Africa

### #1 AD Q4 2018

Nike: Just do it: Caster Semenya  
Wieden + Kennedy Amsterdam

# 2018: Q3

RANK	AD	CREATIVE AGENCY
1	<a href="#">Debonairs Pizza "Big Nyana"</a>	FCB Africa
2	<a href="#">Steers "Phanda Ribster Meal"</a>	McCann 1886
3	<a href="#">Protex Bar Soap "Hands Together"</a>	Red Fuse Communications
4	<a href="#">Mrs Balls Chutney "Everybody Loves Mrs"</a>	FCB Joburg
5	<a href="#">Shoprite "Hustle"</a>	99c
6	Domestos "Geneva"	Mullen Lowe South Africa
7	<a href="#">KFC "Keep Rolling"</a>	Ogilvy Cape Town
8	Smirnoff 1818 Vodka "Smirnoff Desirability: FOR THEN. FOR NOW. FOR WHATEVER'S NEXT"	J Walter Thompson
9	<a href="#">MTN "Little Casanova"</a>	TBWA
10	<a href="#">Castle Lite "Hummer 910ml Interrupter"</a>	Ogilvy Cape Town

# 2018: Q4 best liked ads

RANK	AD	CREATIVE AGENCY
1	<a href="#">Nike "Just do it: Caster Semenya"</a>	Wieden + Kennedy Amsterdam
2	<a href="#">Bernini "Press for Sparkle"</a>	Singh & Sons
3	<a href="#">Old Mutual "The Time is Now"</a>	Publicis Communication
4	Checkers "Ready to Chef Meal Kits"	99c
5	Samsung Pay "Pay Simpler and Faster"	Cheil South Africa
6	<a href="#">Chicken Licken Foods "3 Pieces for Durango"</a>	Joe Public
7	<a href="#">MrP "Red Phone's Down"</a>	MrP (in-house)
8	Shower to Shower Deodorant "Shower Fresh All Day"	Limelight SA
9	<a href="#">Maq Auto Washing Powder "Reunion"</a>	A collaboration between Lynn Joffe, Ian Wilson & Adam Howard
10	Grand-Pa Headache Powders "Grand-Pa Kasi Sterring - Gug'othandayo (Funda Nathi Learning centre)"	Havas

To view all the ads, [click here](#) for Q3 2018 and [here](#) for Q4 2018.

[Adtrack™](#) is Kantar's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa for over 35 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.

Find out how your creative and media benchmarks against the competition! Adtrack is the most comprehensive and

sophisticated post launch evaluation and planning efficiency tool available. A commissioned Adtrack study offers deeper insight and understanding on the performance and effectiveness of your ads. Through the use of Kantar's Media Optimiser tool, we are able to recommend the optimal future lighting of ads, to maximise your return on investments. Adtrack studies are available across all media channels.

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