

All the big winners for the 2015 AMASA Awards announced

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On 22 October 2015, The Advertising and Media Association of South African (AMASA) hosted the prestigious AMASA Awards at Room Five in Rivonia. Themed "Let me Entertain You", the evening certainly did just that, as did the winners submissions. For the second year in a row, media powerhouse MediaShop took home the coveted *Roger Garlick Grand Prix* for its execution of the *Hungry Lion Lucky Bucket Campaign*.

"This year's Roger Garlick Grand Prix winner demonstrated exceptional innovation in media and creative strategy and the judges were bowled over by the campaign's results, which far exceeded the client's expectations on aspects such as sales, coupon redemption and database growth," says Wayne Bishop, head of the AMASA Awards portfolio. "The campaign was truly multi-platform in nature and through optimised channels, platforms and creative, MediaShop were able to not only demonstrate a well thought out campaign, but also achieve outstanding results," completes Bishop.

Fiona Potgieter, Mobile Strategist from MediaShop said: "Through the Hungry Lion Lucky Bucket Campaign, MediaShop, in partnership with Yonder Media, managed to influence the consumer while his wallet was open! Overall, it was a great campaign, led by a great team, which produced great results!"

Other well performing agencies included PHD Media, Liquorice, Playmakers and Goo@Ogilvy who each took home two AMASA Awards in various categories. With close to 100 entries in this year's AMASA awards, the judging panel, made up of industry specialists, had a tough job analysing and selecting this year's candidates.

Wayne Bischoff, AMASA Chairman says, "For the industry, The AMASA awards are there to celebrate 'all-rounder' media campaigns that are based on sound insights and great ideas, which are executed faultlessly to achieve outstanding and measurable results - all the while celebrating innovation. Congratulations to all those that produced the excellent campaigns that we saw tonight."

AMASA is proud to honour the following winners that scooped AMASA Awards at the ceremony:

Category	Winner
Best Use of Small Budget	Mobitainment - Red Bull Kas'Lami Festival
Best Sponsorship	Playmakers - KFC Mini-Cricket Kids Stretching with the Proteas
Best Branded Content	Native VML - Nedbank Ke Yona Team Search
Best Contribution by a Media Owner	Mediamark - Gumtree Secret Stash
Best Experiential	On Point PR - Nedbank Cup, Football Fan Fashion
Best Integrated: FMCG	Carat - Guinness Made of Black
Best Integrated: Transport	Goo@Ogilvy - Polo Tag
Best Integrated: B2B	OMD Fuse - Standard Bank Business Banking
Best Integrated: Cause Related	Liquorice - OMO Fast Kids
Best Integrated: Financial Services	Liquorice - SAHome Loans #TweetDreams
	Native VML and MediaShop- Nedbank Ke Yona Team Search
Best Integrated: Retail	MediaShop - Hungry Lion Lucky Bucket Campaign
Best Pro Bono	Playmakers - ABSA #ProudlyAfrican
Best Social Campaign	Liquorice - Battle of the Spreads
Best Mobile Campaign	Goo@Ogilvy - The Uber Test Drive
Best Online	PHD South Africa - Checkers Inflation Bulldog
Best Use of Technology	PHD South Africa - My World of Tomorrow Conference, Talking Billboard

Winners in the Highly Commended categories can be found on the [AMASA website](#)

"AMASA wishes to extend its congratulations to all those that entered and took part this year, all the submissions we received are a true testament to the diverse range of creative and strategic minds we possess in the media industry" completes Bischoff.

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