

Kantar Millward Brown announces South Africa's Top 20 Best Liked Ads of 2017

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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.



In number-one spot for a second year in a row is Samsung, this time with their Knox-Seagull ad. The ad is part of a global campaign that was made to "travel", telling a funny universal story that consumers around the world can relate to. The brilliant creative communicates the features of the phone without leaning into technical jargon, instead rather telling a story to show you and engage you.

"We know that if an ad delivers an explicit functional message, it's unlikely to benefit the brand to the same degree as an ad focused on building impressions. When there is a need to reinforce functional benefits, deliver the message in a creative way. In general, 'show', don't 'tell'. People tend not to remember explicit messages without lots of repetition and a creative demonstration will help improve memorability," says Natalie Botha, creative development director at Kantar Millward Brown South Africa.

Johnny Watters and Angus George, the creative team from Ogilvy London behind the winning ad, said, "People keep asking us how we got the seagull to perform such an amazing trick! But on a more serious note, business people are still just people, so while these are ads for a business audience, we wanted them to feel as human as possible. That's why we used 100% real footage. To demonstrate the real things people do with their work phones. The ads were made to work as TVCs first, but they ran more frequently online. However they followed some of the key principles of online video, for example, grabbing attention in the first five seconds with an arresting image (the seagull's feet, the vertical format); separating footage and titles to make the message easier to absorb; and optimised for no sound, but better with sound."

In second spot is the beautiful ad from Consol and Grey Advertising, "The Best Things Come in Glass". It's an emotional ad that tugs at your heartstrings with the story appealing to a wide audience. "We know that people feel first and think second, so if you can make them feel something instantly, you're already halfway there!" says Natalie. By working with (and not

against) people's brains engaging advertising can seed ideas, associations and feelings that are triggered during the purchase process, even long after the ad was seen. And the story centers around real human moments and values of caring that any parent would love to see from their kids. The brand (and the bottle) was central to the story, making the ad easy to recall in the name of Consol with the cute kid enhancing the moment.

Emotional relevance and creative engagement in advertising are critical to success. Kantar Millward Brown's database shows that, when compared with ads that focus on a key message, ads with creative impact, driven by branded, emotional engagement, have a much clearer relationship with in-market sales effects. And people love a good story - it's worth noting that that a good majority of the winning ads use storytelling laced with local flavour and humour to engage their viewers.

In the same way, the Toyota Hilux ad, "Tougher-er my Son", from FCB Joburg at number three, also reflects a slice of life with great South African moments, real human moments – things that really do happen. The ad also demos the product in use, showing it not saying it.

Congratulations to the brands, marketers and agencies on their stunning achievement in creating the ads that South Africa loves! Check out the winning ads:

The top 20 2017

best liked
KANTAR MILLWARD BROWN

RANK	AD	CREATIVE AGENCY
1	Samsung: Knox Seagull	Ogilvy London
2	Consol Glass: The Best Things Come in Glass	Grey Advertising
3	Toyota Hilux: Tougher-er my Son	FCB Joburg
4	Audi A5: Engineered with Soul	BBH London
5	ABSA Rewards: Skafthini	FCB Joburg
6	Oros: Teka	King James Cape Town
7	Vodacom: Meg your day	Leo Burnett
8	KFC: Creations	Ogilvy and Mather Johannesburg
9	Volvo XC 90: Road Trip	Forsman & Bodenfors Sweden
10	Mugg & Bean: #ShareGenerous	FoxP2
11	Steers Mega Ribster Meal: #Errthang	1886 (A FCB Africa Company)
12	Ultramel: Sunday Lunch	MetropolitanRepublic
13	McCain: Dinner for Mom – Little Jessi	Joe Public
14	Sensodyne: Faces of Sensitivity	Grey London
15	DStv: Sweet Little Munchkin	Ogilvy & Mather Johannesburg
16	Future Life Smart Fibre 2in1: Adverlife	The Buchanan Group
17	Lifebuoy Lemon Fresh: Hands up Tumi	Lowe Lintas Mumbai
18	Lay's: Elevator	Creator's League (PepsiCo in house)
19	Dettol: 3 Kinds of Moms (Cuts and wounds)	McCann India
20	Debonair Pizza: Levels	FCB Joburg

[Click here to view the ads \[PDF\]](#)

[Adtrack™](#) is Kantar Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all new 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.

Find out how your creative and media benchmarks against the competition. Get in touch with us on 011 202 7000 or mail Lizelle.Shawe@kantarmillwardbrown.com

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