

South African consumers vote Vodacom and KFC into top 10 best-liked ads

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Advertising agency Ogilvy and Mather SA is proud to announce that South African TV viewers have rated KFC and Vodacom's advertising amongst their favourites.

This is the fourth year running that Vodacom has been recognised by the public for its standout and memorable advertising.

The accolades were announced last week in the Kantar Millward Brown's Top 10 Consumer Report. The list was compiled using audience viewing indicators of liking and impact, to generate the results reflecting SA's most effective and popular ads of the year.

Both KFC and Vodacom were honoured to be placed in the prestigious top 10 list, with Vodacom coming in first place for their campaign "Bra Shakes" and KFC securing a consecutive third and sixth place ranking for "Poker Night" and "No Batteries".

Vodacom's chief marketing officer, Abey Mokgwatsane, commented: "Connecting with consumers is our ultimate objective. Very proud of the client and agency teams that continue to produce these results for our brand."



Chief creative officer at Ogilvy SA, Pete Case, added, "As an agency it's a proud moment when our work connects and resonates well with our most important critic, the consumer. To receive this level of consistent acknowledgment from the study, affirms that we're helping make a meaningful connection between our brands and their audiences. A heartfelt congratulations to our clients and all teams involved in attaining this mention."



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