

Gorilla named Agency of the Year at the Mobile Marketing Association's Smarties Awards

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The digital creative agency walked away with seven awards at the Smarties and wrapped up the weekend with two Loeries.

The MMA Smarties recognise and reward creativity in mobile, and with 20 shortlisted entries, Gorilla was primed for a good night, finishing with two golds, two silvers and two bronzes, and the coveted Agency of the Year Award.

The next two nights saw them take home two Loerie Awards, a Silver for AXE #YouGottaDry in the Social Media category, and a Bronze for King Cone Beat Your Monster Craving in the Digital Integrated Campaign category. "We are beyond proud of our achievements this weekend at the MMA Smarties and at The Loerie Awards. We are a mobile first creative agency, and to have been named Agency of the Year at an award program like the MMA Smarties is recognition for a lot of hard work that we have put in to producing cut-through, creative, and impactful mobile marketing campaigns. Winning two Loeries on top of that made for an even more festive and celebratory weekend," said Jordan Wallace, CEO of Gorilla.

"We believe wholeheartedly that the creative canvas that mobile provides is the most exciting space for marketers in South Africa to be playing, and it's our mission to be a recurring agency at these awards, locally and internationally, as we push ourselves to raise the bar of mobile marketing," said Michelle McEwan, MD of Gorilla.

The total list of awards was as follows:

MMA Smarties

Agency of the Year

Brand Awareness

Silver: AXE #YouGottaDry

Product/Services Launch

Silver: AXE #YouGottaDry

Cross Mobile Integration

Bronze: King Cone Beat Your Monster Craving

Messaging

Gold: King Cone Beat Your Monster Craving

Mobile Social

Bronze: AXE #YouGottaDry

Mobile Video

Gold: AXE #YouGottaDry

The Loerie Awards

Social Media

Silver: AXE #YouGottaDry

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