

# Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q1 and Q2 2016

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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.



Humour, cute kids and slice-of-life stories continue to engage viewers. In #1 spot for both quarters, we see global ads for Lays and Samsung hitting the mark with local audiences, as well as another three global ads for Samsung, Coke and Cadbury making the list.

The Samsung ads are part of a global campaign that tells touching and familiar stories where Samsung devices create purposeful and emotional experiences. Similarly, the Coke ad is also part of a global campaign, "Taste the Feeling", that features a series of vignettes bringing to life the idea that drinking Coca-Cola is a simple pleasure that makes everyday moments more special.

To read more about ad transference, read our latest Point of View, [Ads that travel well begin with an insight](#).

## **BEST LIKED ADS | Q1 2016**

### **1. Lays: Distraction - Tiempo BBDO**

### **2. Coca-Cola: Anthem #EnjoyTheFeeling - Mercado-McCann**

**3. Toyota Hilux: The All New Era of Tough - FCB Joburg**

**4. Fattis Monis Pasta: The Stuff of Legends - TBWA**



**5. Huggies: New Baby, Mom's Love & Care - Ogilvy Johannesburg**

**6. Toyota Rav 4: Anyone can find their Adventure - FCB Joburg**

**7. Status Deodorant : Big Ball - King James II**

**8. Engen & Wimpy: Migration - FCB Cape Town**

**9. Klipdrift Brandy: Headshake - TBWA**

**10. Rhodes: For the Love of Food - Owen Kessel Leo Burnett**

## BEST LIKED ADS | Q2 2016

### 1. Samsung Galaxy S7: Sister - Leo Burnett Chicago

### 2. NIVEA: Rich Nourishing Care - FCB 1886



### 3. McCain: Jonathan Thanks his Mom - Joe Public

#### 4. VW Polo Vivo: School Kids - Ogilvy & Mather Cape Town



#### 5. Nestle Cerelac: Little 1s - Ogilvy Healthworld



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#### 6. Wimpy: De Wors Breakfast - FCB Joburg

**7. Spur: Second to None - The Haas Collective**

**8. Samsung Galaxy S7: Sink - Leo Burnett Chicago**

**9. Cadbury Dairy Milk: Flavourism - Saatchi & Saatchi Sydney**

## 10. Baby Soft: Feel as Clean as Brushed Teeth - Ogilvy & Mather Johannesburg

**Adtrack™** is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all 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. For more info on what Adtrack can do for you, contact [lizelle.shawe@millwardbrown.com](mailto:lizelle.shawe@millwardbrown.com).

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