

MultiChoice rewarded for media marketing excellence at PromaxBDA

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MultiChoice and Ogilvy Johannesburg received eight awards at 2017 PromaxBDA Africa Awards, held last Thursday. The PromaxBDA Awards acknowledge exceptional work in the media marketing space - Ogilvy's campaigns for DStv received three gold and five silver awards.

Gold – Social media - Halloween Night Run

Gold – Radio - Valentines Day Candles

Gold – Digital - Ag Shem

Silver – Digital – The Entertainment Charter

Silver – TV/VOD Campaign - Speaker

Silver – PSA - Nawe Uyangitola

Silver – Outdoor/Print - Now Rio Olympics

Silver – Radio - Valentine's Day Cream

The media marketing space has become far more competitive and complex in recent years with several new entrants and more media platforms. MultiChoice's GM for Marketing, Nomsa Mazibuko, said that "the breadth and depth of the PromaxBDA awards are proof that our partnership with Ogilvy is a fruitful one, with excellent creative work being produced for DStv to respond to these challenges. This work brings our DStv brand to life."



Matthew Barnes and Mariana O'Kelly – Ogilvy Johannesburg ECDs – said they felt "honoured to have the such a trusting partnership with Nomsa and her brand teams" and that the "awards are reflective of all the hard work Ogilvy put into these campaigns".

To view the winning work, follow this link: [DStv's YouTube page](#).

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Ogilvy South Africa



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