

Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q3 and Q4 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 tops the list once again, but it is very relevant and subtle humour weaved into a well told story that makes these ads so engaging.



The uncomfortable truth is that people generally don't care about brands or ads, so their brains filter them out. Ads which engage people creatively and emotionally tend to work better because they're working with the brain, and we're seeing quite a few ads on this list that do just that. People feel first and think second, so ads which take an emotional route have a better chance of breaking through the brain's filters. WE also know that ads that use storytelling are more involving, more noticeable and more memorable. But, they also need

to have strong integration of brand throughout the storyline, in order to land these impressions in the name of the brand.

Read more about the five principles for creating great ads and driving brand growth in our latest report, [Make a Lasting Impression](#).

#1 AD Q3 2016

Debonairs Pizza: Gogo Crammed Crust | FCB Joburg

#1 AD Q4 2016

Vodacom: Play Every Day | Ogilvy & Mather Johannesburg

RANK	AD Q3 2016	CREATIVE AGENCY
1	Debonairs: Gogo Crammed Crust	FCB Joburg
2	Pampers: Pampers Pants, Great Fit	Saatchi & Saatchi Brands Rock
3	Hunter's Extreme #GOBOLD	140BBDO
4	Coca-Cola: Magician	FCB Joburg
5	Hunter's: Bring the Heat	140BBDO
6	Nandos: It's a Wing-Wing Situation	M&C Saatchi Abel

7	Nike: Unlimited Ashton Eaton	Wieden & Kennedy
8	Checkers: Steakhouse Classic - SA Chefs Association	99cents
9	Ford Ranger - Early Days	GTB Argentina
10	Dairymaid Country Fresh: Double Creamy	House of Brave

RANK	AD Q4 2016	CREATIVE AGENCY
1	Vodacom: Play Every Day	Ogilvy & Mather Johannesburg
2	Ford Ranger: The Science of Tough Combo	GTB Asia Pacific
3	Pampers: Active Baby Dry, Driest Diapers	Saatchi & Saatchi Brands Rock
4	Adidas: Sport Needs Creators	72andSunny
5	Simba Chips: Mapha 2.0 – Wena Wedwa	Net#work BBDO
6	DStv Compact: Thola iHappy	Ogilvy & Mather Johannesburg
7	Sta-Soft: Aromatherapy	Y & R
8	Pick n Pay: Brand Match - Spy Guy	King James
9	Pick n Pay: Brand Match - Google Maps Guy	King James
10	Fitbit Charge 2: Big Day	Agronaut

Click here to view all the ads for [Q3](#) & [Q4](#) 2016.

[Adtrack™](#) is Kantar 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.

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