

Millward Brown South Africa announces the Best Liked Ads of 2012

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Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials and their advertising agencies in South Africa. [These are the ads](#) that have been rated as the 'most liked' by the South African audience, whom we believe to be the most important critics. There are lots of awards out there, but this one is chosen by the consumer - the person who ultimately chooses to buy your brand or not.



Rank	Advert	Agency
1	Spur - 'Sign Writing'	Haas Advertising
2	Wimpy - 'Missing Lunch'	Draftfcb
3	Vaseline Total Moisture Body Lotion - '3 Layers'	The Hardy Boys
4	Volvo S60 T3 - 'Wolf'	The Arnold Team, Boston
5	Samsung Galaxy Note 2 - 'Creativity'	Cheil USA
6	MTN - 'Lullaby'	Metropolitan Republic & Jupiter Drawing Room (South Africa) Johannesburg
7	Nando's - 'Reason 2 (Anthem)'	Black River FC
8	Debonairs Pizza - 'Master Piece'	Morris Jones
9	Romans Pizza - 'School Kids with Barry Hilton'	Blue Planet
10	Pantene Pro V - 'Mends Instantly with Liv Tyler'	Grey
11	Bells Whisky - 'The Search'	King James
12	Samsung Galaxy Notebook - 'New Way'	Cheil USA
13	Nando's - 'Reason 15 (Fire)'	Black River FC
14	South African Reserve Bank - 'New Bank Notes (Nelson Mandela)'	The Jupiter Drawing Room (South Africa) Johannesburg
15	Johnsons African Nurture Products - 'Beauty Secret'	140 BBDO
16	BMW - 'Connected Drive E-mails'	Kirschenbaum, Bond, Senecal & Partners
17	Lexus RX300 - 'Amazing'	Draftfcb
18	Castle Lite - 'New Cold Rush'	The Jupiter Drawing Room (South Africa) Johannesburg
19	Nando's - 'Reason 24 (Close to Europe)'	Black River FC
20	Wimpy - 'Grand Grillster'	Draftfcb

2012 appeared to be 'the year of the fast food outlet/quick service restaurant (QSR)', with eight out of the top 20 ads falling within this category, and five out of the top 10. Looking at 2009 to 2011, only one QSR ad made the top 10 list each year.

Could the huge increase in the number of QSR ads on the list be a sign of the times? The economic environment is still quite tight post the 2009 recession, and consumers are searching for small, affordable treats for their families - relevance is therefore key in engaging the South African public and some categories are more relevant than others.

Regardless of the category, some of the key ingredients in great advertising that we see are humour, kids, animals and celebrities. Of all the QSR ads on the list, humour is the common thread - something that the South African market tends to resonate with quite strongly. TV ads are increasingly seen as 'entertainment' and if you can make us smile or laugh, you are entertaining us. And if you entertain us with a brand that is very relevant, you may just have a winning combination...

"We are thrilled with the results. As an iconic South African brand we strive to delight South Africans with great advertising and we strongly believe that behind every great creative idea there is a great insight".

One way to ensure relevance is to 'localise' the ad - all of the QSR ads on the list had a distinct South African flavor. MTN, Bells and Castle Lite were also very strong in this regard. This isn't to say that locally produced ads are better than internationally produced ads, we just need to caution the importance of the

ability of the ad to 'travel'.

Congratulations from Millward Brown to the marketers and their agencies on this great achievement!

Footnote: Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 29 years. The resultant database stands at almost 75,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world.

People with a taste for life' suggests that all Spur customers, as well as their employees, have a taste for life. Because Spur is South Africa's favourite eat-out experience, their customer base covers most of us, from all ages, across all race groups and from all walks of life - a very broad target audience for the brand to connect with.

A daunting prospect, but certainly most enjoyable when you love South Africans and what makes us unique. The consumer truth is that no matter what time of day or whatever you're busy with, when you see the Spur sign or get that special Spur aroma drifting through the neighbourhood, you can very easily lose focus and get side tracked. This is the type of communication we love doing at Haas Advertising and especially for a real South African brand like Spur. To do work that really connects and is liked by ordinary people is very rewarding. To win this accolade is an extra special bonus.

Francois De Villiers - Executive

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