

# MMA Smarties 2023 finalists announced

The MMA Smarties 2023 finalists have been announced.



Source: © F+D Media [F+D Media](#) The MMA Smarties 2023 finalists have been announced

South Africa Smarties honours the most effective modern marketing in South Africa. The Smarties Gala Awards Ceremony takes place in Johannesburg, on 11 April, 2024.

## The finalists

Experience Technology	
Real Time Marketing	
Finalist	For
Machine_ and Prime Video South Africa	The Briefcase
Flow Communications and Clifford Regenbaum (CarSpa owner)	CarSpa TriggerMessage AI Loyalty Campaign
Vicinity Media and KFC	KFC HACK THE STREETS WITH VICINITY'S INTERACTIVE MAP (BURGER FINDER EDITION)
Machine_ and Prime Video South Africa	The Classified Drop
Blockchain & NFT ( Non Fungible Token )	
Grey Advertising Africa and Savanna Premium Dry Cider	Dry Goods
YONDER and Fanta (Coca-Cola)	What the Fanta 2.0 – The Fabulous Flavour NFT Hunt
YONDER / VML and Vodacom World	Vodacom World of Collectibles
Experimental, Innovative Technology and Devices	
Hearts & Science FZ LLC and KFC PTY Ltd	KFC Uncle Waffles Burger
Yonder Media and Checkers Sixty60	Checkers Sixty60 RUGBY WORLD CUP SCRATCH & WIN COMPETITION
YONDER / VML and Vodacom World	Vodacom World of Collectibles
Simunye Media and LUX	LUX Botanicals: LUX's Geodesic Dome Revolution at Hey Neighbour Festival
Artificial Intelligence	
Moonsport and MTN	1 Team, 60 Million Voices
YONDER and WPP Stream Africa	Stream-EE: WPP Stream Africa, Às AI Concierge
SilverstoneCIS and SPAR	SPAR Shopper Panel, Consumer Choice Index and Brand Power Score
Contextual Targeting	
Hearts & Science FZ LLC and KFC PTY Ltd	KFC Uncle Waffles Burger
Flow Communications and Clifford Regenbaum (CarSpa owner)	CarSpa TriggerMessage AI Loyalty Campaign
Vicinity Media and KFC	KFC HACK THE STREETS WITH VICINITY'S INTERACTIVE MAP (BURGER FINDER EDITION)
Digitas Liquorice and Santam	Santam Most Loved Local

Spatial Technology, Metaverse & AR/VR	
YONDER / VML and Vodacom World	Vodacom World of Collectibles
YONDER and Fanta (Coca-Cola)	What the Fanta 2.0 – The Fabulous Flavour NFT Hunt
YONDER and Anglo American in partnership with Sasol and BMW South Africa	PlatAfrica Metaverse Experience by Anglo American
Programmatic	
Massmart and Massmart - Makro & Builders	Massmart Programmatic
Denstu Performance and Multichoice Africa Holdings - DStv	Dynamic Displays Dominance: DStv's Streaming Revolution in Kenya
Dentsu and Dentsu	NightVision AdTech
Rookdigital and FORD	A NEW APPROACH TO LEAD GENERATION
Digital Out-of-Home (DOOH)	
Hivestack and RE/MAX	RE/MAX SA - The World & Industry's First Programmatic 3D Anamorphic Video Campaign on DOOH
The Digital Plug (PTY) Ltd and The Digital Plug x Spotify	Spotify Wrapped — Kenya
Impact Media	
Cross Platform Digital Only	
Grey Advertising Africa and Savanna Premium Dry Cider	Dry Goods
iProspect South Africa and Grid WorldWide and DStv Stream	From R19.95 With Love
Hellosquare and Tinkies	Tinkies Made With You
Social Messaging / Chat Apps / Text Messaging	
Flow Communications and Clifford Regenbaum (CarSpa owner)	CarSpa TriggerMessage AI Loyalty Campaign
Yonder Media and Checkers Sixty60	Checkers Sixty60 RUGBY WORLD CUP SCRATCH & WIN COMPETITION
Helm and Capitec	Slam the Scam (MoneyUp Chat by Capitec)
Omnichannel Integration	
Mindshare South Africa and KFC	KFC Chicken for Breakfast
Freshive Digital and Tiger Brands Fatti's & Moni's	Omnichannel Fatti's & Moni's Always Eat'alian
Grid Worldwide and DStv Stream	From R19.95 With Love
Mindshare South Africa and KFC	KFC Kentucky Town Pretoria
Unilever and Shield, Unilever	Shield and Banyana Are Not Done Yet
Social Media Marketing	
VMLY&R Johannesburg and Vodacom	Vodacom Hearing Challenge
Hellosquare and Tinkies	Tinkies Made With You
Freshive Digital and Tiger Brands Fatti's & Moni's	Omnichannel Fatti's & Moni's Always Eat'alian
PEP and PEP	#PEPFinds
Creator / Influencer Marketing	
Freshive Digital and Tiger Brands Fatti's & Moni's	Omnichannel Fatti's & Moni's Always Eat'alian
VML South Africa and Nestlé KitKat	How Do You Eat a KitKat?
Shoprite Group and Checkers South Africa	Checkers brings you: PRIME Hydration
Oliver Marketing (Ustudio) and Dove Men+Care	Dove Men+Care RWC 2023 Trophy Tour
VMLY&R and Nando's South Africa	Nando's X Voice of the Creator: What Saucery, Hot Plots, Oversharing & Pull the stick out
iProspect South Africa and Grid WorldWide and DStv Stream	From R19.95 With Love
Creator Economy	
PEP and PEP	#PEPFinds
VMLY&R and Nando's South Africa	Nando's X Voice of the Creator: What Saucery, Hot Plots, Oversharing & Pull the stick out
Hellosquare and Tinkies	Tinkies Made With You
Gaming, Gamification & E-Sports	
Oliver Marketing (Ustudio) and Lifebuoy	H FOR HANDWASHING: Reimagine Hygiene through the Power of Play
YONDER and Absa	Absa Card Quest
Purpose Driven Marketing	
Social Impact Marketing	
99c and Shoprite	Homegrown
PEP and PEP	PEP Changing Stations
Dialogue and SARugby	#bokfriday
Triple Eight and Cadbury Dairy Milk	Cadbury Narrates the Next Chapter in Literacy Education
iProspect - Dentsu and ABInBev – Castle Lager	Turning Waste into Nourishment - Brewing hope, unity, and sustenance for a nation in need
Multilingual Marketing Efficiency Award	

Triple Eight and Cadbury Dairy Milk	Cadbury Narrates the Next Chapter in Literacy Education
Yonder Media and Colgate	Colgate Bright Smiles Bright Future
Digitas Liquorice and YouTube/Google	YouTube Made for You
<b>Brand Purpose / Activism</b>	
PEP and PEP	PEP Changing Stations
Shoprite Group and Shoprite South Africa	Shoprite: Homegrown — More than a jar of Atchar
iProspect - Dentsu and ABInBev – Castle Lager	Turning Waste into Nourishment - Brewing hope, unity, and sustenance for a nation in need
iProspect - Dentsu and ABInBev – Castle Lite	Turning Workers Day into a day of appreciation
Yonder Media and Colgate	Colgate Bright Smiles Bright Future
PEP and PEP	PEP mini Netball
<b>Diversity &amp; Inclusion</b>	
PEP and PEP	PEP mini Netball
<b>Sustainability ( Brand, Product &amp; Initiative )</b>	
Standard Bank and Standard Bank South Africa	LookSee - Enabling Household Adoption Of Renewable Energy Through Reliable Solar Packages
<b>Marketing Impact</b>	
<b>Data Insights Marketing</b>	
Hearts & Science FZ LLC and KFC PTY Ltd	KFC Uncle Waffles Burger
8909 and 8909	The Monitisation Project
Dentsu and Dentsu	NightVision AdTech
<b>Promotional Instant Impact</b>	
Yonder Media and Checkers Sixty60	Checkers Sixty60 RUGBY WORLD CUP SCRATCH & WIN COMPETITION
iProspect - Dentsu and ABInBev – Castle Lager	Turning Waste into Nourishment - Brewing hope, unity, and sustenance for a nation in need
Grid Worldwide and DStv Stream	From R19.95 With Love
Mindshare South Africa and KFC	KFC Kentucky Town Pretoria
Rainmaker Media and Rainmaker Media / SAB / Castle Lite	Castle Lite Tips for Taps
<b>Product / Service Launch</b>	
Shoprite Group and Checkers South Africa	Checkers brings you: PRIME Hydration
Mindshare South Africa and KFC	KFC Chicken for Breakfast
ShopriteX and Xtra Savings Plus	Unlimited Xtra Savings with SA's 1st grocery monthly subscription!
Shoprite Group and Shoprite South Africa	Shoprite: Homegrown - More than a jar of Atchar
Hellosquare and Tinkies	Tinkies Made With You
<b>Brand Experience</b>	
ShopriteX, Shoprite Group of Companies and Checkers Sixty60	Bring it Home
Freshive Digital and Tiger Brands Fattis & Monis	Brand Experience F&M Always Eat! a!an
Grid Worldwide and DStv Stream	From R19.95 With Love
Triple Eight and Cadbury Dairy Milk	Cadbury Narrates the Next Chapter in Literacy Education
<b>Community Building</b>	
PEP and PEP	PEP mini Netball
Grid Worldwide and DStv Stream	From R19.95 With Love
PEP and PEP	PEP Changing Stations
VML South Africa and Spotify Africa	Spotify Africa Greasy Tunes
<b>Small Budget / Big Impact</b>	
PEP and PEP	#PEPFinds
Point Iconic and Ultra Liquors	Black Friday Like Never Before
Flow Communications and Clifford Regenbaum (CarSpa owner)	CarSpa TriggerMessage AI Loyalty Campaign
<b>Lead Generation</b>	
Point Iconic and Ultra Liquors	Black Friday Like Never Before
Helm and DStv	DStv Intelligent Sales Assistant
Grid Worldwide and DStv Stream	From R19.95 With Love
YONDER and Absa	Absa Card Quest
<b>Customer Journey Marketing</b>	
Point Iconic and Ultra Liquors	Black Friday Like Never Before
Helm and Capitec	MoneyUp Chat by Capitec
Standard Bank and Standard Bank South Africa	LookSee - Enabling Household Adoption Of Renewable Energy Through Reliable Solar Packages
<b>Co-branded Marketing</b>	

VMLY&R Johannesburg and Vodacom	Vodacom Hearing Challenge
Unilever and Unilever/Robertsons/Knorr/Aromat/Rainmaker	Unilever lights up the braai in partnership with Rainmaker
YONDER and Anglo American in partnership with Sasol and BMW South Africa	PlatAfrica Metaverse Experience by Anglo American
<b>Creative</b>	
<b>Personalisation</b>	
ShopriteX and Checkers Xtra Savings	Checkers Hyper Personalisation Engine
Flow Communications and Clifford Regenbaum (CarSpa owner)	CarSpa TriggerMessage AI Loyalty Campaign
Helm and DStv	DStv Intelligent Sales Assistant
<b>Short or Long Form Video</b>	
8909 and 8909	The Mnitisation Project
Iron Heart Content Creation Studio and The Centre for Analytics and Behavioural Change (CABC)	Under the Microscope with Riaad Mbosa
Multichoice Group and Mzansi Magic	'I Blew It' skits
Multichoice Group and kykNET	KassieKuiers met Renaldo Schwarp
Hellosquare and Reboost Energy	Wake Up Call
<b>User Experience (UX) &amp; Design</b>	
Helm and Capitec	MoneyUp Chat by Capitec
Digitas Liquorice and Sanlam	Sanlam Automated Estate Reporting
<b>E-commerce marketing</b>	
<b>Social / Influencer Commerce</b>	
Mindshare South Africa and KFC	KFC Chicken for Breakfast
VMLY&R and Nando's South Africa	Nando's X Voice of the Creator: What Saucery, Hot Plots, Oversharing & Pull the stick out
VML South Africa and Nestlé KitKat	How Do You Eat a KitKat?
<b>Integrated Ecommerce Innovation</b>	
ShopriteX and Checkers Xtra Savings + Sixty60	Checkers Xtra Savings Integration with Sixty60
Futuretech Media and Futuretech / Dentsu / Corona	Corona Sunsets World Tour
iProspect - Dentsu and ABInBev – Castle Lite	Turning Workers Day into a day of appreciation

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