Millward Brown South Africa announces the top 10 Best Liked Ads for Q3 and Q4 2014

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Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials. 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 critic, the person who ultimately chooses to buy your brand or not. Click on the ad to view the TVC...

RANK	Q3 2014	CREATIVE AGENCY
1	Cadbury: Triplets	Ogilvy & Mather Johannesburg and Velocity Films
2	BMW: M4 Coupe, Aircraft Carrier	Cundari Toronto
3	Telkom: Birth Nightmare	DDB South Africa
4	Vodacom: Uninterrupted Entertainment	Ireland/Davenport
5	Lays Chips: Airport	BBDO Mexico
6	OLX: Boxing - Reach more buyers on OLX	Studio Zoo
7	Red Bull: Shark	Kastner & Partners London
8	Spur: Romance	The Haas Collective
9	OLX: Big or Small	Studio Zoo
10	Vodacom: Mpesa, Assembly Plant	Ireland/Davenport

RANK	Q4 2014	CREATIVE AGENCY
1	Coca-Cola: Share a Coke and a smile with Bobby	FCB Johannesburg
2	Telkom: Sunshine Playgroup	DDB South Africa
3	Telkom: Cribs	DDB South Africa
4	Engen and Wimpy: Happy Song	FCB Cape Town
5	McCain: Slap Chips, The Traditional Way	Joe Public Johannesburg
6	BMW: Happy End	Interone Germany

7	Listerine : Half job	JWT
8	Savanna Dry: Angry Lemon	FCB Cape Town
9	KFC: Khuli Chana and The Streetwise 3	Ogilvy & Mather Johannesburg
10	Toyota: Hilux , Legend 45	FCB Johannesburg

Click here to view the PDF of the list.

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 Adtrack please contact lizelle.shawe@millwardbrown.com

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