

# Gorilla scoops 20 MMA Smarties shortlists

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The Smarties are the only global awards program created specifically to recognise best-in-class mobile marketing campaigns from around the world. The final shortlist for the Smarties was released on MarkLives Thursday morning, and it was cause for celebration across Gorilla's Durban and Jozi offices. With a total of 20 shortlisted entries across nine categories, it's the biggest recognition yet for the agency that is increasingly focused on mobile-based content, creativity and innovation.

Jordan Wallace, Gorilla CEO, said, "We're so excited by the future of mobile in South Africa, and the platforms and tools that are emerging are just increasing the opportunity and potential to tell rich, engaging stories. Some of our shortlisted campaigns are not just mobile-first, they're mobile only, and we need to tip our hat to brave clients that trust us to experiment and innovate in the space. These nominations reward that faith in us."

"A lot of hard work went into these campaigns, and it's amazing to be recognised. The Smarties are one of our focus award programmes for the year, and with the ceremony taking place during Loeries week, it's a great showcase for brands doing effective and innovative work in mobile. We're excited to convert shortlisted entries into wins," said Michelle McEwan, Gorilla's Managing Director.

Gorilla's list of 20 nominations include:

## **Brand Awareness**

#YouGottaDry for Unilever/Axe  
#1Team1Nation for Unilever/Shield and Vaseline  
Beat Your Monster Craving for R&R Ice Cream/King Cone

## **Cross-Media/Cross-Mobile Integration**

#YouGottaDry for Unilever/Axe  
#1Team1Nation for Unilever/Shield and Vaseline Innovation  
Together for Unilever/Axe  
Beat Your Monster Craving for R&R Ice Cream/King Cone

## **Lead Generation**

MotionSense, for Unilever/Shield  
Beat Your Monster Craving for R&R Ice Cream/King Cone

## **Location-based**

Together for Unilever/Axe  
Beat Your Monster Craving for R&R Ice Cream/King Cone

## **Messaging**

Beat Your Monster Craving for R&R Ice Cream/King Cone

## Mobile Social

#YouGottaDry for Unilever/Axe

Love Notes Unilever/Lux Together for Unilever/Axe

Beat Your Monster Craving for R&R Ice Cream/King Cone

## Mobile Video

#YouGottaDry for Unilever/Axe

## Product/Services Launch

MotionSense for Unilever/Shield

#YouGottaDry for Unilever/Axe

## Tablet Campaign

MotionSense for Unilever/Shield

The Smarties Awards Ceremony will be held in Durban on 19 August 2016.

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