

# Gorilla wins MMA Smarties Agency of the Year 2018

Issued by [Gorilla](#)

2 Nov 2018

The MMA Smarties Awards is the world's only global mobile marketing awards programme honouring innovation, creativity, and success.



*Trophies for a happy Jungle*

On a night showcasing the best in mobile marketing from across South Africa, we are beyond thrilled to be named Agency of the Year at the 2018 MMA Smarties Awards that took place on 1 November in Sandton, Johannesburg.

The work on display was a testament to how marketers and agencies have embraced the reality of internet access in South Africa and are creating mobile campaigns that not only get results, but do so without forsaking creative storytelling.

In addition to the Agency of the Year Award trophy, Gorilla took home three Silver and two Bronze Smarties as part of the South African awards and Bronze and Gold Smarties as part of the EMEA awards show. To win against campaigns from Europe and the Middle East is a particularly proud achievement.

Successful work only comes from a successful and happy partnership and we have this with the Shield and Unilever teams. Gareth, Nomfundo and the rest of the team, you guys live the brand daily and as always we thrilled to be a part of the Shield journey that we're on.

Our complete awards list was:

South Africa

#ShieldReady: Brand Awareness - SILVER

#ShieldReady: Product / Service Launch - SILVER

#ShieldReady: Mobile Social: BRONZE

Be The Next Champion: Cross Media: SILVER

Pressure Moments (World Cup Banners): Mobile Social: BRONZE

Europe, Middle East and African

Shield #Azishe: Promotion: GOLD

Shield Be The Next Champion: Promotion: BRONZE

Agency of the Year 2018: Gorilla

With 14 shortlisted entries at the Assegai Awards on 8 November, we're hoping the successful end to the year continues.

Gorilla out.

▪ **Gorilla gets Thirsti** 25 Mar 2021

▪ **Gorilla gets off to a 'humming' start with Hulett's Sugar** 31 Aug 2020

▪ **Gorilla wraps up 2019 with a slew of new accounts** 19 Dec 2019

▪ **Gorilla wins the Blue Awards Grand Prix with Facebook and Unilever** 17 Dec 2019

▪ **Gorilla wins MMA Smarties Agency of the Year 2018** 2 Nov 2018

**Gorilla**

The logo consists of the word "gorilla" in a white, lowercase, sans-serif font, centered within a solid black square.

We proudly build brand love for some of South Africa's most loved products and companies by inspiring storytelling in the digital space.

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