

# South Africa's Best Liked Ads

Issued by [Kantar](#)

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Millward Brown announces South Africa's Best Liked Ads for Q1&2 2014. For over 30 years now, Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials. These are the ads that are most liked by the South African audience, whom the company believes to be the most important critics, as it they who ultimately choose to buy your brand or not.



RANK	Q1 2014 AD	CREATIVE AGENCY	<a href="#">Click here to see a PDF of all the ads for Q1.</a> <a href="#">Click here to see a PDF of all the ads for Q2.</a>
1	Gumtree: Gumtree It	Net#work BBDO	
2	Nokia Lumia 1520: Daughter	JWT New York	
3	Toyota Corolla: A Car To Be Proud Of	FCB Johannesburg	
4	Red Bull: World Of Red Bull	Kastner & Partners London	
5	Jacobs Krönung : Frisbee	Ogilvy & Mather Cape Town	
6	Jik: The Secret	The Fourth Wall	
7	KFC: Tastes Like Home	Ogilvy & Mather Johannesburg	
8	Cell C: SUPACHARGE Shopper	FCB Johannesburg	
9	Bells Whisky: The Reader	King James	
10	Omo Auto Liquid: Hug Me Stain	Lowe Istanbul	
RANK	Q2 2014 AD	CREATIVE AGENCY	
1	Samsung UHDTV: Coliseum	CHI & Partners London	
2	Mini Cooper: Chain Reaction	Heimat	
3	Mercedes Benz C Class: The Best Knows No Alternative	Net#work BBDO	
4	Metropolitan: Nonhlanhla	Ogilvy & Mather Cape Town	
5	Melrose Cheese Strings: Moustache	King James	
6	Lays Chips: Messi Photo	Tiempo BBDO	

7	Toyota Corolla Quest: Parking Garage	FCB Johannesburg
8	Woolworths: Winter Flavour	Woolworths In-house
9	Chicken Licken: Truck Driver	Net#work BBDO
10	Nike Football: Risk Everything	Wieden & Kennedy

*Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 30 years. The resultant database stands at over 90,000 TV adverts tested, and more than 1.2 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact [claire.herman@millwardbrown.com](mailto:claire.herman@millwardbrown.com)*

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