

The top 20 Best Liked Ads for 2013

Issued by [Kantar](#)

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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.



RANK	AD	CREATIVE AGENCY	The top 20 ads of 2013 are
1	Vodacom - Baby	Ireland/Davenport	
2	Coca Cola - Share A Coke With Bobby	Draftfcb	
3	Nedbank - Savvy Life (Eugene 'want it')	Joe Public	
4	Isuzu - Fire Fighters	Admakers International	
5	Oreo Cookie - South African Oreo Princess	Draftfcb	
6	Capitec Bank - Paperless Banking	Ninety9cents	
7	Nedbank - Savvy Approve It (Eugene Online Banking)	Joe Public	
8	Wimpy - Puppet	Draftfcb	
9	KFC - Double Down, Man 1: Battling With Words	Ogilvy & Mather Johannesburg	
10	Huggies Gold - Girls and Boys	Ogilvy & Mather Johannesburg	
11	MTN - Ricardo	MetropolitanRepublic	
12	MTN - Mahala Is Back! Bigger And Better Mahala For You	MetropolitanRepublic	
13	Steers - Tiny Burgers	Joe Public	
14	King Pie - Mini Pie	Red Rocket	
15	Blackberry - Z10, Keep Moving	AMV BBDO	
16	Vodacom - Soccer Chiefs	Draftfcb	
17	Samsung - Galaxy S4, Translate	Cheil	
18	KFC - AM Breakfast	Ogilvy & Mather Johannesburg	
19	Nando's - Fire it up	Black River	
20	Vodacom - Errol	Ireland/Davenport	

dominated by the technology and fast food categories, with an underlying theme of local humour - advertising and entertainment are inextricably linked. People respond more positively to advertising they like and consider exciting, particularly in terms of brand-linked memorability and impact. The worst emotional reaction that an ad can evoke is

indifference. If people say they are unimpressed by an ad then it is highly unlikely to do anything for the advertised brand.

Our study finds that the winning ads scored high on enjoyment, involvement and positive emotions. Great creative has long been at the heart of successful advertising, and good creativity helps grab attention, connects with its audience, makes an ad memorable and easily recalled. It makes a brand seem more interesting, helping frame the brand experience. And good Creative makes people pay attention!

[Click here to see a PDF of all the ads.](#)

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 almost 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.

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