

# Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q3 and Q4 2016

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Kantar Millward Brown's Best Liked Ads list celebrates South Africa's favourite TV commercials. These are the ads that have been rated as the best 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. Humour tops the list once again, but it is very relevant and subtle humour weaved into a well told story that makes these ads so engaging.



The uncomfortable truth is that people generally don't care about brands or ads, so their brains filter them out. Ads which engage people creatively and emotionally tend to work better because they're working with the brain, and we're seeing quite a few ads on this list that do just that. People feel first and think second, so ads which take an emotional route have a better chance of breaking through the brain's filters. WE also know that ads that use storytelling are more involving, more noticeable and more memorable. But, they also need

to have strong integration of brand throughout the storyline, in order to land these impressions in the name of the brand.

Read more about the five principles for creating great ads and driving brand growth in our latest report, [Make a Lasting Impression](#).

## #1 AD Q3 2016

Debonairs Pizza: Gogo Crammed Crust | FCB Joburg

## #1 AD Q4 2016

Vodacom: Play Every Day | Ogilvy & Mather Johannesburg

RANK	AD   Q3 2016	CREATIVE AGENCY
1	<a href="#">Debonairs: Gogo Crammed Crust</a>	FCB Joburg
2	<a href="#">Pampers: Pampers Pants, Great Fit</a>	Saatchi & Saatchi Brands Rock
3	<a href="#">Hunter's Extreme #GOBOLD</a>	140BBDO
4	<a href="#">Coca-Cola: Magician</a>	FCB Joburg
5	<a href="#">Hunter's: Bring the Heat</a>	140BBDO
6	<a href="#">Nandos: It's a Wing-Wing Situation</a>	M&C Saatchi Abel

7	<a href="#">Nike: Unlimited Ashton Eaton</a>	Wieden & Kennedy
8	<a href="#">Checkers: Steakhouse Classic - SA Chefs Association</a>	99cents
9	<a href="#">Ford Ranger - Early Days</a>	GTB Argentina
10	<a href="#">Dairymaid Country Fresh: Double Creamy</a>	House of Brave

RANK	AD   Q4 2016	CREATIVE AGENCY
1	<a href="#">Vodacom: Play Every Day</a>	Ogilvy & Mather Johannesburg
2	Ford Ranger: The Science of Tough Combo	GTB Asia Pacific
3	<a href="#">Pampers: Active Baby Dry, Driest Diapers</a>	Saatchi & Saatchi Brands Rock
4	<a href="#">Adidas: Sport Needs Creators</a>	72andSunny
5	<a href="#">Simba Chips: Mapha 2.0 – Wena Wedwa</a>	Net#work BBDO
6	<a href="#">DStv Compact: Thola iHappy</a>	Ogilvy & Mather Johannesburg
7	<a href="#">Sta-Soft: Aromatherapy</a>	Y & R
8	<a href="#">Pick n Pay: Brand Match - Spy Guy</a>	King James
9	<a href="#">Pick n Pay: Brand Match - Google Maps Guy</a>	King James
10	<a href="#">Fitbit Charge 2: Big Day</a>	Agronaut

Click here to view all the ads for [Q3](#) & [Q4](#) 2016.

[Adtrack™](#) is Kantar 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 what Adtrack can do for you, contact [lizelle.shawe@millwardbrown.com](mailto:lizelle.shawe@millwardbrown.com).

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