Kantar Millward Brown announces South Africa's Top 10 Best Liked Ads for Q1 & Q2 2018

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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.

The brands in the latest ranking reflect “a day in the life” of our consumers, they are all very relevant and easy to relate to, with some great South African humour coming through, showing that local is lekker, connecting with the consumer on an emotional level.

We’re seeing a clear creative competition going on between the fast food brands, Nando’s, Chicken Licken and KFC. What’s so great about some of the approaches from Nando’s and Chicken Licken is that they have engaged their consumers with strong story-telling, focusing less about the brand’s functional / tactical and practical information / price points. Make no mistake, South Africans love to hear about the functional messages from a brand – but these ads are great examples of how to create a strong, emotional and meaningful impressions in our consumers’ minds.

South African’s have become accustomed to Nando’s creative approach that takes a poke at life in South Africa and makes us laugh at ourselves (we need that). It’s this creative style and the way that Nando’s risks it all walking a fine line between appropriate and inappropriate - that has landed this ad in first place. A great example of understanding and engaging our South African consumers.

We also see quite a few car brands for a change, and a couple of global agencies highlighting the ads ability to cross borders and still engage in another market.

#1 AD Q1 2018

Nando’s: We can fix our S#*t | MC Saatchi Abel

#1 AD Q2 2018

KFC: Travellator | Ogilvy Johannesburg

RANK	BEST LIKED AD | Q1 2018	CREATIVE AGENCY
1	Nando’s “We can fix our S#*t”	M&C Saatchi Abel
2	Kia Sportage 4x4 “The Harrisons”	Old Friends Young Talent

3	VW Polo “Red flashy thing”	Ogilvy Cape Town
4	Oreo Biscuits “Oreo dunk challenge – Shaquille O’Neal’s acrobat skills”	The Martin Agency
5	Samsung Galaxy S9 “The camera. Reimagined”	72andSunny
6	VW Polo Vivo “Share the ride”	Ogilvy Cape Town
7	Cadbury Dairy Milk Bubbly “Elevator”	Ogilvy Johannesburg
8	Sunlight liquid “Tough on plastic”	Mullen Lowe London
9	Huggies Nappy “The world’s first baby marathon”	Ogilvy Johannesburg
10	Shield for men deodorant “Moses”	Gorilla

RANK	BEST LIKED AD | Q2 2018	CREATIVE AGENCY
1	KFC “Travellator”	Ogilvy Johannesburg
2	KFC “Stop it! I like it”	Ogilvy Johannesburg
3	ClearScore “Get your money sorted”	Big Rock Media
4	ACC 200 Tablets “Sick of the snotties”	LeftRight Advertising
5	Voltaren Emulgel “Linesman”	Saatchi & Saatchi
6	Assupol Funeral Plan “Red light”	M&M Pictures
7	Sanlam Wealthsmiths “Bright idea”	King James
8	Colgate Total Toothpaste “Totally ready”	Redfuse Paris
9	Nescafe Gold “Soul of the bean”	Publicis Communications Johannesburg
10	Chicken Licken “Sbu 2.0”	Joe Public

To view all the ads, click here for Q1 2018 **[PDF]** and here for Q2 2018 **[PDF]**.

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. Find out what Adtrack can do for you! Contact Monique.Claassen@KantarMillwardBrown.com

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