



PROMO & DIRECT / PRIZELIST

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country	Award
1. Client loyalty							
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	SAPPHIRE (SILVER)
2. Client acquisition							
111	23238	Sit down to save lives	SANBS	DDB South Africa	Bryanston	South Africa	CRISTAL (GOLD)
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	EMERALD (BRONZE)
3. Drive to store/ to e-shop							
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	SAPPHIRE (SILVER)
7. Client contact via mobile communication							
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	SAPPHIRE (SILVER)
10. Best use of direct marketing							
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	EMERALD (BRONZE)
323	23391	Netflorst Happy Cam	Netflorsit	FCB Cape Town	Cape Town	South Africa	CRISTAL (GOLD) + GRAND CRISTAL

11. Best use of promo activation							
217	23323	Dream Census 2015	Ithuba Holdings	Net#work BBDO	Johannesburg	South Africa	EMERALD (BRONZE)
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	EMERALD (BRONZE)
12. Best integrated campaign in direct marketing							
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa	SAPPHIRE (SILVER)
13. Best integrated campaign in promo & activation							
48	23207	BRING BACK OUR GIRLS	BOKO HALAL (The Young Bookworms)	NOAH'S ARK COMMUNICATION LIMITED	LAGOS STATE	NIGERIA	CRISTAL (GOLD)
217	23323	Dream Census 2015	Ithuba Holdings	Net#work BBDO	Johannesburg	South Africa	EMERALD (BRONZE)
423	23429	Promo	INWI	Shem's Publicité	Casablanca	Morocco	EMERALD (BRONZE)