



## PROMO &amp; DIRECT / SHORTLIST

**1. Client loyalty**

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa

**2. Client acquisition**

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
111	23238	Sit down to save lives	SANBS	DDB South Africa	Bryanston	South Africa
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa

**3. Drive to store/ to e-shop**

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa

**7. Client contact via mobile communication**

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa

**10. Best use of direct marketing**

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa
323	23391	Netflorst Happy Cam	Netflorsit	FCB Cape Town	Cape Town	South Africa

<b>11. Best use of promo activation</b>						
<b>Id</b>	<b>Order Id</b>	<b>Entry Title</b>	<b>Client</b>	<b>Advertising Agency</b>	<b>City</b>	<b>Country</b>
132	23249	Micro Distillery	Three Ships Whisky	140 BBDO	Cape Town	South Africa
217	23323	Dream Census 2015	Ithuba Holdings	Net#work BBDO	Johannesburg	South Africa
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa
<b>12. Best integrated campaign in direct marketing</b>						
<b>Id</b>	<b>Order Id</b>	<b>Entry Title</b>	<b>Client</b>	<b>Advertising Agency</b>	<b>City</b>	<b>Country</b>
218	23323	Team Kenya	Diageo	Net#work BBDO	Johannesburg	South Africa
<b>13. Best integrated campaign in promo &amp; activation</b>						
<b>Id</b>	<b>Order Id</b>	<b>Entry Title</b>	<b>Client</b>	<b>Advertising Agency</b>	<b>City</b>	<b>Country</b>
48	23207	BRING BACK OUR GIRLS	BOKO HALAL (The Young Bookworms)	NOAH'S ARK COMMUNICATION LIMITED	LAGOS STATE	NIGERIA
217	23323	Dream Census 2015	Ithuba Holdings	Net#work BBDO	Johannesburg	South Africa
332	23398	Every Word Is A Masterpiece	Sanlam	King James Group	Cape Town	South Africa
343	23401	J Phenomenon	Panagora	Gung Ho	Moka	Mauritius
423	23429	Promo	INWI	Shem's Publicité	Casablanca	Morocco