

# Ogilvy South Africa and KFC South Africa crowned Grand Effie Winner

Ogilvy South Africa and KFC South Africa were crowned Grand Effie Winner at the 2023 Effie Awards South Africa Gala, held this evening at Urban Brew Studios in Randburg.



(Image: Danette Breitenbach) The Effie SA Awards have been announced

In the third year of this global awards programme on local shores, this year's event was doubly special, as it not only announced the celebrated winners but also unveiled the finalists for the first time during the gala.

The campaign from Ogilvy South Africa and KFC South Africa is the epitome of marketing effectiveness, setting new standards for the entire industry and showcasing the power of strategic, results-driven marketing.

## All the winners

The full list of the 2023 Effie Awards South Africa winners is as follows:

Award	Agency	Campaign	Client	Brand	Category
Grand Effie and Gold	Ogilvy South Africa	How KFC reclaimed its Fame by turning its Taste from sales killer into business driver.	KFC South Africa	KFC South Africa	Restaurants
Gold	Grey Advertising Africa	How Some "Spice" Served Savanna Unprecedented Growth	Distell	Savanna Premium Cider	Beverages - Alcohol
Gold	Ogilvy South Africa	VW Polo Game On	Volkswagen SA	Volkswagen South Africa	Social Media
Gold	Ogilvy South Africa	How KFC sparked a social media frenzy by seeding a taste story	KFC South Africa	KFC SA	Social Media
Silver	Joe Public	Big John Beats Yahunga Forever: hijacking the cultural moment through a blockbuster marketing approach.	Chicken Licken	Chicken Licken	Current Events
Silver	Ogilvy South Africa	VW Polo Game On	Volkswagen SA	Volkswagen South Africa	Automotive - Vehicles
Silver	Joe Public	Big John Beats Yahunga Forever: hijacking the cultural moment through a blockbuster marketing approach.	Chicken Licken	Chicken Licken	Restaurants
Silver	Ogilvy South Africa	VW Polo Game On	Volkswagen SA	Volkswagen South Africa	Experiential Marketing: Live & Digital
Silver	Joe Public	Big John Beats Yahunga Forever: hijacking the cultural moment through a blockbuster marketing approach.	Chicken Licken	Chicken Licken	Multicultural - Products, Services

Silver	Ogilvy South Africa	Where There's a Bucket, There's a Family	KFC	KFC South Africa	Seasonal Marketing - Products, Services
Silver	Ogilvy South Africa	Where there's a bucket, There's a Family	KFC	KFC South Africa	Youth Marketing
Silver	VMLY&R South Africa	Nando's Bright Sides Campaign	Nando's South Africa	Nando's South Africa	Current Events
Silver	Joe Public	The Real Maternity Issue	Amnesty International	Amnesty International	Small Budgets - Non-Profit, Products, Services
Silver	VMLY&R South Africa	Nando's Bright Sides Campaign	Nando's South Africa	Nando's South Africa	Timely Opportunity
Bronze	Joe Public	The Real Maternity Issue	Amnesty International	Amnesty International	Disease Awareness & Education: Non-Profit
Bronze	Joe Public	Newbank: How Nedbank launched a fake new bank to accelerate brand reappraisal and digital usage	Nedbank	Nedbank	Finance
Bronze	Joe Public	Democratising The Difference	Woolworths South Africa	Woolworths	Multi-Brand Shopper Solution / Commerce & Shopper Effies
Bronze	Joe Public	Black Conversations: A branded platform savouring blackness	ABInbev	Castle Milk Stout	Brand Content & Entertainment

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