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**KANTAR** MILLWARD BROWN  
South Africa

# 2016: Q4 ads

KANTAR MILWARD BROWN

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

# #1 Vodacom - Play Every Day

## Ogilvy & Mather Johannesburg

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# #2 Ford Ranger - The Science Of Tough Combo

## GTB Asia Pacific

ad not available online



# #3 Pampers - Active Baby Dry, Driest Diaper

## Saatchi & Saatchi Brands Rock

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# #4 Adidas – Sport Needs Creators

## 72andSunny

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# #5 Simba Chips – Mapha 2.0, Wena Wedwa

## Net#work BBDO

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# #6 DStv Compact – Thola iHappy

## Ogilvy & Mather Johannesburg

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# #7 Sta-Soft - Aromatherapy

## Y&R

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# #8 Pick n Pay – Brand Match, Spy Guy

## King James

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The Pick n Pay logo is centered at the top. Below it, the text 'BRAND MATCH ONLY AT PICK N PAY. Terms &amp; conditions apply.' is displayed in a smaller font.

# #9 Pick n Pay – Brand Match, Google Maps Guy King James

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Pick n Pay

BRAND MATCH ONLY AT PICK N PAY.  
Terms & conditions apply.

# #10 Fitbit Charge 2 – Big Day

## Agronaut

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