

best liked
ads
KANTAR MILLWARD BROWN

Q2 2018

Best Liked Ads by Kantar Millward Brown



RANK	AD	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

1

KFC "Travellator"
Ogilvy Johannesburg

best liked
ads



2 KFC "Stop it! I like it"

Ogilvy Johannesburg

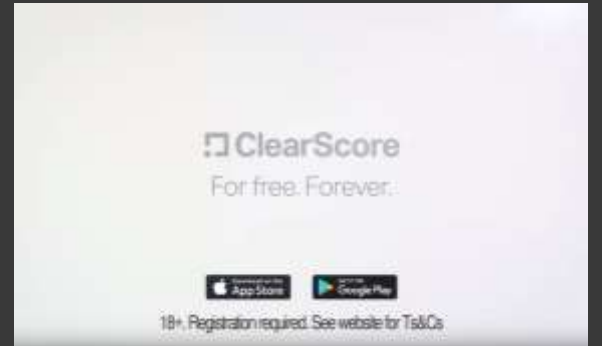
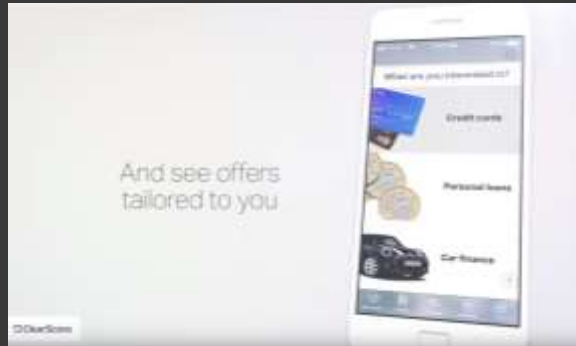
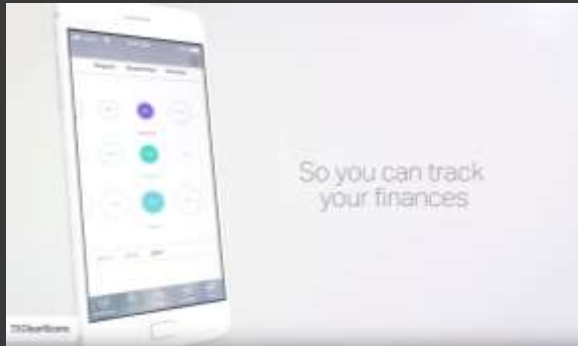
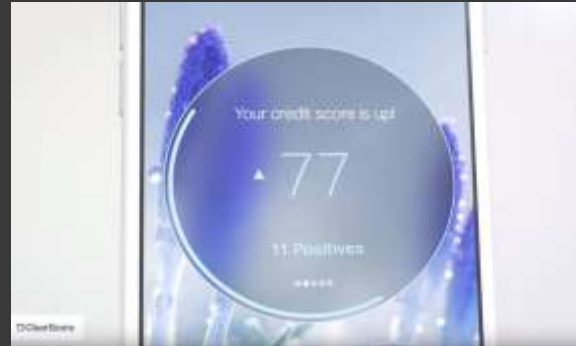
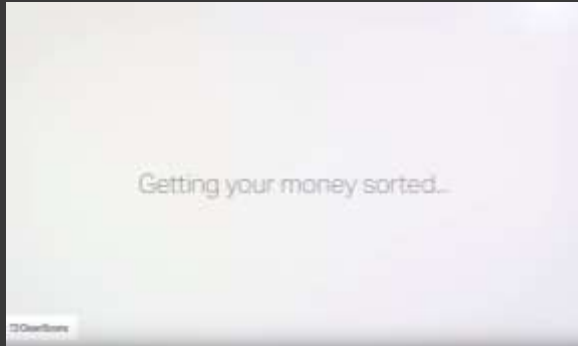
best liked
ads



3 ClearScore "Get your money sorted"

Big Rock Media

best liked
ads



4 ACC 200 Tablets "Sick of the snotties"

LeftRight Advertising

best liked
ads



5 Voltaren Emulgel "Linesman"

Saatchi & Saatchi

best liked
ads



6

Assupol Funeral Plan "Red light"

M&M Pictures

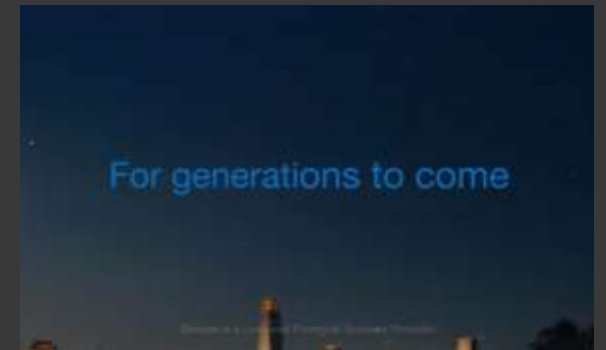
best liked
ads



7 Sanlam Wealthsmiths “Bright idea”

King James

best liked
ads



8 Colgate Total Toothpaste "Totally ready"

Redfuse Paris

best liked
ads



9

Nescafe Gold Instant Coffee “Soul of the bean”

Publicis Communications Johannesburg

best liked
ads



10 Chicken Licken "Sbu 2.0"

Joe Public

best liked
ads

