

PROMAXBDA AFRICA 2011 - WINNERS LIST

CAT NO.	CATEGORY	ENTRY TITLE	COMPANY	AWARD
1	BEST TELEVISION IMAGE CAMPAIGN	LIFESTYLE BRAND CAMPAIGN	BBC WORLDWIDE	GOLD
1	BEST TELEVISION IMAGE CAMPAIGN	MM1HD LAUNCH CAMPAIGN	MONARCHY	SILVER
2	BEST TELEVISION IMAGE PROMO	MAKING MEMORIES WITH DSTV	STUDIO ZOO FOR DSTV	GOLD
2	BEST TELEVISION IMAGE PROMO	MM1HD LAUNCH PROMO	MONARCHY	SILVER
3	BEST THEMED CAMPAIGN	MM1HD LAUNCH CAMPAIGN	MONARCHY	GOLD
3	BEST THEMED CAMPAIGN	RUGBY WORLD CUP	THACKWELL & WHITTAKER	SILVER
4	BEST ON-AIR PROGRAM CAMPAIGN	MM1H ALICE IN WONDERLAND CAMPAIGN	MONARCHY	GOLD
4	BEST ON-AIR PROGRAM CAMPAIGN	BIG BROTHER AFRICA AMPLIFIED	BIRTHMARK FOR MNET AFRICA	SILVER
5	BEST NEWS & CURRENT AFFAIRS PROMO	A RIGHT ROYAL WEDDING ON DSTV	STUDIO ZOO FOR DSTV	GOLD
5	BEST NEWS & CURRENT AFFAIRS PROMO	E NEWS CHANNEL INTERNATIONAL PROMO	E.TV	SILVER
6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	TOUCHING BASE: CYRUS	MTV BASE	GOLD
6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	TOUCHING BASE: ADEBAYO	MTV BASE	SILVER
7	BEST ENTERTAINMENT PROMO	M-NET MIKE & MOLLY "UP SIZE BURGER BOX" TEASER	CLEARWATER FOR M-NET	GOLD
7	BEST ENTERTAINMENT PROMO	NONHLE GOES TO HOLLYWOOD	BIRTHMARK FOR VUZU	SILVER
8	BEST REALITY PROMO	MAN V FOOD	SPT	GOLD
8	BEST REALITY PROMO	M-NET MASTERCHEF AUSTRALIA "KNIFE'S EDGE" TEASER	CLEARWATER FOR M-NET	SILVER
9	BEST LIFESTYLE PROMO	FEET	CHELLO MULTICANAL	GOLD
9	BEST LIFESTYLE PROMO	A KITCHEN CACOPHONY ON DSTV	STUDIO ZOO FOR DSTV	SILVER
10	BEST CHILDREN'S PROMO	CLOSE ENCOUNTERS OF THE FERB KIND	THE WALT DISNEY COMPANY	GOLD
10	BEST CHILDREN'S PROMO	CBEBIES COLOURS / NUMBERS	BBC WORLDWIDE	SILVER
11	BEST DRAMA PROMO	MURDEROUS MONDAYS - MNET MOVIES 1 HD	MONARCHY	GOLD
11	BEST DRAMA PROMO	M-NET (AFRICA) JACOB'S CROSS "POWER"	CLEARWATER FOR M-NET	SILVER
12	BEST DRAMA CAMPAIGN	M-NET THE BORGAS	CLEARWATER FOR M-NET	GOLD
12	BEST DRAMA CAMPAIGN	M-NET (AFRICA) JACOB'S CROSS "POWER" CAMPAIGN	CLEARWATER FOR M-NET	SILVER
13	SCREEN AFRICA BEST MOVIE PROMO	M-NET ACTION - HORROR FEST	ORIJIN	GOLD
13	SCREEN AFRICA BEST MOVIE PROMO	M-NET FRIENDS 2011 FEB MOVIES 45"	CLEARWATER FOR M-NET	SILVER
14	BEST MUSIC/ARTS PROMO	NATIONAL ARTS FESTIVAL	RED PEPPER	GOLD
14	BEST MUSIC/ARTS PROMO	MVP	MTV BASE	SILVER
15	BEST SPORTS PROMO	ICC CWC	CSQUARED/SUPERSPORT INT	GOLD
15	BEST SPORTS PROMO	SABC_IRB_RWC2011	SABC2	SILVER
16	BEST SPORTS CAMPAIGN	RUGBY WORLD CUP	THACKWELL & WHITTAKER	GOLD
16	BEST SPORTS CAMPAIGN	STANDARD BANK PRO	ADMIT ONE	SILVER
17	BEST SPECIAL EVENT PROMO	RUGBY WORLD CUP LAUNCH	THACKWELL & WHITTAKER	GOLD
17	BEST SPECIAL EVENT PROMO	MADIBA BIRTHDAY WISH	CLEARWATER FOR M-NET	SILVER
18	BEST USE OF HUMOUR IN PROMOTION	PRUDENCE (MAM'GOBOZI)	OGILVY JOHANNESBURG	GOLD
18	BEST USE OF HUMOUR IN PROMOTION	XHOSA COMMENTARY	CSQUARED/SUPERSPORT INT	SILVER
19	THE MAMA AFRICA AWARD	TOUCHING BASE: CYRUS	MTV BASE	GOLD
19	THE MAMA AFRICA AWARD	TOUCHING BASE: BOLAJI	MTV BASE	SILVER
20	BEST PROMO NOT USING PROGRAM FOOTAGE	RUGBY WORLD CUP LAUNCH	THACKWELL & WHITTAKER	GOLD
20	BEST PROMO NOT USING PROGRAM FOOTAGE	M-NET MIKE & MOLLY "UP SIZE BURGER BOX" TEASER	CLEARWATER FOR M-NET	SILVER
21	BEST PROMO ONLY USING PROGRAM FOOTAGE	TOUCHING BASE: CYRUS	MTV BASE	GOLD
21	BEST PROMO ONLY USING PROGRAM FOOTAGE	M-NET HD "ORDER VS CHAOS" 60"	CLEARWATER FOR M-NET	SILVER
22	SOMETHING FOR NOTHING	I AM TSHWANE TV	TSHWANE TELEVISION	GOLD
22	SOMETHING FOR NOTHING	E.TV THE WEATHERMAN: NOVEMBER CHANNEL GENERIC	E.TV	SILVER
23	BEST MUSIC COMPOSITION	MK CHANNEL BRANDING 2011	ORIJIN	GOLD
23	BEST MUSIC COMPOSITION	OMUSIC BRANDING	MONARCHY	SILVER

24	DSTV/MNET BEST EDITING	THE WILD - TITLE SEQUENCE	MONARCHY	GOLD
24	DSTV/MNET BEST EDITING	M-NET AFRICA HD "BREATHE"	CLEARWATER FOR M-NET	SILVER
25	SOUND DESIGN AWARD	M-NET WEEDS 6 "LITTLE GREEN MEN"	CLEARWATER FOR M-NET	GOLD
25	SOUND DESIGN AWARD	HORROR GENRE IDENT - MNET MOVIES 1 HD	MONARCHY	SILVER
26	BEST COPY/SCRIPT WRITING	2011 LOOK FORWARD	THACKWELL & WHITTAKER	GOLD
26	BEST COPY/SCRIPT WRITING	US PGA TOUR LAUNCH	THACKWELL & WHITTAKER	SILVER
27	BEST DIRECTING	M-NET - THE WILD	MONARCHY	GOLD
27	BEST DIRECTING	M-NET (AFRICA) JACOB'S CROSS "POWER"	CLEARWATER FOR M-NET	SILVER
28	MOST OUTSTANDING PROMO OF THE YEAR	M-NET (AFRICA) JACOB'S CROSS "POWER"	CLEARWATER FOR M-NET	GOLD
28	MOST OUTSTANDING PROMO OF THE YEAR	RUGBY WORLD CUP LAUNCH	THACKWELL & WHITTAKER	SILVER
29	BEST SPONSOR INTEGRATION SPOT	CELL C	MTV BASE	GOLD
29	BEST SPONSOR INTEGRATION SPOT	VOLVO INSPIRATION	CLEARWATER FOR M-NET	SILVER
30	SABC BEST INTEGRATED MARKETING CAMPAIGN AWARD	SUPERSPORT RUGBY WORLD CUP CAMPAIGN	SUPERSPORT	GOLD
30	SABC BEST INTEGRATED MARKETING CAMPAIGN AWARD	M-NET (AFRICA) JACOB'S CROSS "POWER" CAMPAIGN	CLEARWATER FOR M-NET	SILVER
31	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	DSTV'S 3RS	STUDIO ZOO FOR DSTV	GOLD
31	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	M-NET CARES - DRIVE TO LITERACY	ORIJIN	SILVER
32	BEST USE OF SOCIAL MEDIA - CATEGORY CANCELLED			
33	BEST INTERACTIVE PROMOTION	M-NET SERIES "PSST"	CLEARWATER FOR M-NET	GOLD
33	BEST INTERACTIVE PROMOTION	MVP	MTV BASE	SILVER
34	MOST OUTSTANDING MARKETING INITIATIVE	SUPERSPORT GOALMOUTH	SUPERSPORT	GOLD
34	MOST OUTSTANDING MARKETING INITIATIVE	M-NET ACTION - SOCIAL MEDIA CAMPAIGN	ORIJIN	SILVER
35	BEST ON-AIR BRANDING DESIGN	ODISEA	CHELLO MULTICANAL	GOLD
35	BEST ON-AIR BRANDING DESIGN	MNET MOVIES 1 HD	MONARCHY	SILVER
36	BEST ON-AIR IDENT DESIGN	MM1HD - MUSICAL IDENT	MONARCHY	GOLD
36	BEST ON-AIR IDENT DESIGN	MM1HD - HORROR GENRE IDENT	MONARCHY	SILVER
37	BEST PROGRAM TITLE SEQUENCE DESIGN	M-NET - THE WILD	MONARCHY	GOLD
37	BEST PROGRAM TITLE SEQUENCE DESIGN	MK AWARDS 2011	MAGIC FACTORY	SILVER
38	BEST ORIGINAL LOGO DESIGN	2010 CHANNEL O MUSIC AWARDS	CLEARWATER FOR M-NET	GOLD
38	BEST ORIGINAL LOGO DESIGN	DSTV ONLINE - OMUSIC	MONARCHY	SILVER
39	BEST USE OF TYPOGRAPHY	MNET FESTIVE GREETINGS	ORIJIN	GOLD
39	BEST USE OF TYPOGRAPHY	MM1HD - INGLORIOUS BASTERDS	MONARCHY	SILVER
40	BEST CG ANIMATION	FIREFLY	OGILVY JOHANNESBURG, BLACK GINGER, SHY THE SUN	GOLD
40	BEST CG ANIMATION	SPOT PERISCOPE ODISEA	CHELLO MULTICANAL	SILVER
41	BEST SET DESIGN	MK AWARDS 2011	MAGIC FACTORY	GOLD
41	BEST SET DESIGN	JAM ALLEY CREW VS CREW	RED PEPPER	SILVER
42	BEST VISUAL FX AND COMPOSITING	MNET MAGIC CITY	ORIJIN	GOLD
42	BEST VISUAL FX AND COMPOSITING	RUGBY WORLD CUP LAUNCH	THACKWELL & WHITTAKER	SILVER
43	BEST DESIGN WITHOUT FOOTAGE	MNET FESTIVE GREETINGS	ORIJIN	GOLD
43	BEST DESIGN WITHOUT FOOTAGE	M-NET MIKE & MOLLY "UP SIZE BURGER BOX" TEASER	CLEARWATER FOR M-NET	SILVER
44	MOST OUTSTANDING DESIGN IN PROMOTION	M-NET CARES - DRIVE TO LITERACY	ORIJIN	GOLD
44	MOST OUTSTANDING DESIGN IN PROMOTION	MNET FESTIVE GREETINGS	ORIJIN	SILVER
45	DESIGN ROCKET AWARD - CATEGORY CANCELLED			
46	DSTV/MNET PROMO ROCKET AWARD	RYAN LANE	CLEARWATER FOR M-NET	GOLD
46	NO SILVER WINNER			
47	CHANNEL BRAND OF THE YEAR	MK CHANNEL BRANDING 2011	ORIJIN	GOLD
47	CHANNEL BRAND OF THE YEAR	MNET MOVIES 1 HD	MONARCHY	SILVER