

2022 Promax Africa Award Winners

CAT #	CATEGORY NAME	ENTRY TITLE	SUBMITTING COMPANY	PLACE
1	BEST IMAGE CAMPAIGN (TELEVISION OR STREAMING PLATFORM)	NETFLIX FREE THE STORO	DENTSU KENYA FOR NETFLIX	GOLD
		KYKNET SILWERSKERM - CARVING LIGHT	SENTIENT CREATIVE	SILVER
2	BEST IMAGE PROMO (TELEVISION OR STREAMING PLATFORM)	SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	GOLD
		GET THAT PREMIUM FEELING BRAND	OGILVY SOUTH AFRICA	SILVER
3	BEST THEMED CAMPAIGN	COMEDY CENTRAL EP	PARAMOUNT AFRICA	GOLD
		NETFLIX FREE THE STORO	DENTSU KENYA FOR NETFLIX	SILVER
4	BEST NEWS & CURRENT AFFAIRS PROMO	TRUTH MATTERS, SO DOES THE NEWS	CLEARWATER FOR KYKNET	GOLD
		KLOP!	CLEARWATER FOR KYKNET & KIE	SILVER
5	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	NETFLIX WHO KILLED SENZO?	FAIRCHILD CREATIVE FOR NETFLIX	GOLD
		MAP1MP1	10TH STREET & RETROACTIVE	SILVER
6	BEST ENTERTAINMENT PROMO	SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	GOLD
		LIVE YOUR STORIES	OGILVY SOUTH AFRICA	SILVER
7	BEST REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	MASTERCHEF SERIES 18	BBC STUDIOS	GOLD
		BBC CDWM SA - MEXICAN STAND-OFF	STUDIO ZOO	SILVER
8	BEST CHILDREN'S PROMO	ISLAND ADVENTURES - A MONSTER OF AN ADVENTURE	STUDIO ZOO	GOLD
		YO MAMA'S DAY	THE AGENCY - WARNER BROTHERS DISCOVERY	SILVER
9	BEST DRAMA PROMO	COME HOME TO DRAMA ON BRIT	BBC STUDIOS	GOLD
		NETFLIX JUSTICE SERVED	FAIRCHILD CREATIVE FOR NETFLIX	SILVER
10	BEST MOVIE PROMO	E.TV TRANSFORMERS FESTIVAL	E.TV	GOLD
		NETFLIX NOLLYWOOD IS HOME	FAIRCHILD CREATIVE FOR NETFLIX	SILVER
11	BEST SPORTS PROMO	BIRMINGHAM COMMONWEALTH GAMES 2022	ADMIT ONE MEDIA	GOLD
		SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	SILVER
12	BEST SPORTS CAMPAIGN	DEFINE YOUR GREAT WOMEN IN SPORTS CAMPAIGN	AFROPULSE MEDIA	GOLD
		WE LOVE IT HERE	SABC SPORT	SILVER
13	BEST SPECIAL EVENT PROMO	BIRMINGHAM COMMONWEALTH GAMES 2022	ADMIT ONE MEDIA	GOLD
		HALL OF FAME - WOMEN'S MONTH	STUDIO ZOO	SILVER
14	BEST USE OF HUMOUR IN PROMOTION	DSTV BLUE BUTTON CRIS	S2 MULTIMEDIA FOR DSTV	GOLD
		THE SATURDAY SHOWDOWN	CLEARWATER FOR MZANSI MAGIC	SILVER
15	MAMA AFRICA PROUDLY SPONSORED BY PARAMOUNT AFRICA	NETFLIX FREE THE STORO	DENTSU KENYA FOR NETFLIX	GOLD
		DSTV PREMIERSHIP	S2 MULTIMEDIA FOR DSTV	SILVER
16	BEST PROMO NOT USING PROGRAM FOOTAGE	LIFE CAN BE BIZARRE	PARAMOUNT AFRICA	GOLD
		SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	SILVER

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17	BEST PROMO ONLY USING PROGRAM FOOTAGE	MEGAHITS MIX	PARAMOUNT AFRICA	GOLD
		TOUR DE FRANCE	ADMIT ONE MEDIA	SILVER
18	SOMETHING FOR NOTHING	10 DAYS OF GLORY	T+W & SUPERSPORT	GOLD
		QI SERIES 20	BBC STUDIOS	SILVER
19	BEST MUSIC COMPOSITION	MTV BASE IDENTIS	PARAMOUNT AFRICA	GOLD
		MTF - CAN YOU THINK IT	STUDIO ZOO	SILVER
20	BEST USE OF LICENSED/ADAPTED MUSIC PROUDLY BROUGHT TO YOU BY UNIVERSAL MUSIC AFRICA	FATAFEAT MULTIPLATFORM	BIRTHMARK	GOLD
		GO BIG	CLEARWATER FOR GOTV	SILVER
21	BEST VOICE-OVER PERFORMANCE PROUDLY BROUGHT TO YOU BY SABC	TUMISHO MASHA	MULTICHOICE STORY TVC	GOLD
		BIRMINGHAM COMMONWEALTH GAMES 2022	ADMIT ONE MEDIA	SILVER
22	BEST EDITING PROUDLY BROUGHT TO YOU BY DSTV	MEGAHITS MIX	PARAMOUNT AFRICA	GOLD
		HOME OF THE SPIDER-FAN	CLEARWATER FOR M-NET MOVIES	SILVER
23	BEST SOUND DESIGN	FATAFEAT MULTIPLATFORM	BIRTHMARK	GOLD
		BIRMINGHAM COMMONWEALTH GAMES 2022	ADMIT ONE MEDIA	SILVER
24	BEST COPY / SCRIPT WRITING	MTF SI - MORE THAN WORDS	STUDIO ZOO	GOLD
		ST NIC WEEK	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
25	BEST DIRECTING	SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	GOLD
		SUPER SATURDAY	CSQUARED	SILVER
26	BEST SOCIAL MEDIA CAMPAIGN FOR A CHANNEL, PLATFORM OR PROGRAMME PROUDLY SPONSORED BY OPENVIEW	EVERYDAY IS HALLOWEEN	OGILVY SOUTH AFRICA	GOLD
		REAL HOUSEWIVES OF LAGOS	SHOWMAX	SILVER
27	BEST USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA	COMEDY CENTRAL EP	PARAMOUNT AFRICA	GOLD
		EVERYDAY IS HALLOWEEN	OGILVY SOUTH AFRICA	SILVER
28	BEST OUTDOOR OR PRINT AD	DISNEY+ LAUNCH	THE WALT DISNEY COMPANY AFRICA	GOLD
		CELEBRITY GAME NIGHT	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
29	BEST INTEGRATED TVC	PENNY POWER S2	THE WALT DISNEY COMPANY AFRICA	GOLD
		MCDONALDS/NEWSISH	PARAMOUNT AFRICA	SILVER
30	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM PROUDLY BROUGHT TO YOU BY SABC	NETFLIX KING OF BOYS	DENTSU NIGERIA FOR NETFLIX	GOLD
		DEVILSDORP: INTEGRATED CAMPAIGN	SHOWMAX	SILVER
31	BEST BRAND PROMOTION FOR GROUP OF CHANNELS	LIVE YOUR STORIES	OGILVY SOUTH AFRICA	GOLD
		DSTV HOME IS WHERE THE SPORT IS	BIRTHMARK	SILVER
32	NATIONAL GEOGRAPHIC BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	MTF SI - MORE THAN WORDS	STUDIO ZOO	GOLD
		NOVEMBALLS	PARAMOUNT AFRICA	SILVER
33	BEST RADIO PROMOTION	SEX IN AFRIKAANS A SHOWMAX ORIGINAL	CLEARWATER FOR SHOWMAX	GOLD
		NETFLIX BRIDGERTON AFFAIR RADIO SPOTS	TBWA FOR NETFLIX	SILVER

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34	BEST PROMOTION FOR A STREAMING SERVICE	WE HAVE A NEW PLUS ONE	OGILVY SOUTH AFRICA	GOLD
		DISNEY+	THE WALT DISNEY COMPANY AFRICA	SILVER
35	BEST BRANDING DESIGN	KYKNET SILWERSKERM - CARVING LIGHT	SENTIENT CREATIVE	GOLD
		DISNEY CHANNEL REBRAND	THE WALT DISNEY COMPANY EMEA	SILVER
36	BEST IDENT DESIGN	MTV BASE CHANNEL ID	PARAMOUNT AFRICA	GOLD
		KYKNET SILWERSKERM - CARVING LIGHT	SENTIENT CREATIVE	SILVER
37	BEST PROGRAM TITLE SEQUENCE	THE COMEDY CENTRAL ROAST OF KHANYI MBAU	BIRTHMARK FOR COMEDY CENTRAL	GOLD
		THE RIVER	THE KINETIC	SILVER
38	BEST ORIGINAL LOGO DESIGN	KYKNET SILWERSKERM	SENTIENT CREATIVE	GOLD
		10TERTAINMENT	PARAMOUNT AFRICA	SILVER
39	BEST USE OF DESIGN IN VIDEO	CUP OF GREAT BRITISH TELLY	STUDIO ZOO	GOLD
		LIFE CAN BE BIZARRE	PARAMOUNT AFRICA	SILVER
40	BEST CG ANIMATION	QUEENS OF BASE	PARAMOUNT AFRICA	GOLD
		SPANKING NEW	PARAMOUNT AFRICA	SILVER
41	BEST VISUAL FX & COMPOSITING	SUPERSPORT BRANDER - GET YOUR HEAD IN THE GAME	STUDIO ZOO	GOLD
		MTV BASE CHANNEL ID	PARAMOUNT AFRICA	SILVER
42	BEST DESIGN WITHOUT FOOTAGE	YOUTH DAY	PARAMOUNT AFRICA	GOLD
		NETFLIX WHO KILLED SENZO?	FAIRCHILD CREATIVE FOR NETFLIX	SILVER
43	MOST OUTSTANDING DESIGN IN PROMOTION	QUEENS OF BASE	PARAMOUNT AFRICA	GOLD
		THE RIVER	THE KINETIC	SILVER
44	REPRESENTATION IN ACTION AWARD	YOUTH DAY	PARAMOUNT AFRICA	GOLD
		DEFINE YOUR GREAT WOMEN IN SPORTS CAMPAIGN	AFROPULSE MEDIA	SILVER
45	AFRICA'S NEXT STORYTELLER PROUDLY BROUGHT TO YOU BY DSTV	AUSTIN MALEMA	RTC STUDIOS	GOLD
46	CREATIVE TEAM OF THE YEAR 2022	STUDIO ZOO	STUDIO ZOO	GOLD
		FAIRCHILD CREATIVE TEAM	FAIRCHILD CREATIVE	SILVER
47	MARKETING TEAM OF THE YEAR 2022	SHOWMAX MARKETING TEAM	SHOWMAX	GOLD
		PARAMOUNT AFRICA	PARAMOUNT AFRICA	SILVER
48	VIDEO ENTERTAINMENT BRAND OF THE YEAR	MTV BASE	PARAMOUNT AFRICA	GOLD
		DISNEY+ LAUNCH	THE WALT DISNEY COMPANY AFRICA	SILVER